

This Report Brought To You By:

Paul Chilvers-Grierson

Information Shopping Mall

Visit Us At: <http://www.informationshoppingmall.com>



Turning One Into a Million

Putting The Butterfly Effect into Practice

A Special Report Presented By [Butterfly Reports](#)

Turning One into a Million



Written by: Cory Fritsch

You can learn more about Cory by [Clicking Here](#).

Additional Info and Edits by: Fabio Marciano

You can learn more about Fabio by [Clicking Here](#)



This Report is Brought to You by: Butterfly Reports

You may give it away to anyone you wish. You can even make money with it! Download the [free report with brander here](#) – follow the instructions for putting your affiliate links inside. Give it away on your site!

Need an affiliate link for Butterfly Reports?
[Sign Up Here](#)

The ebook is Copyright © Butterfly Reports.

No part of this ebook may be changed, altered, reproduced, stored in a retrieval system, or transmitted by any other means: electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of the copyright holders.

This ebook is supplied for information purposes only and, as experienced in this subject matter as the contributors are, the material herein does not constitute professional advice.

This ebook is designed to provide accurate and authoritative information with regard to the subject matter covered. It is sold with the understanding that the publisher and the contributors are not engaged in rendering legal, accounting, or other professional advice.

If legal advice or other professional assistance is required, the services of a competent professional should be sought.

The reader is advised to consult with an appropriately qualified professional before making any business decision. The contributors, Butterfly Reports do not accept any responsibility for any liabilities resulting from the business decisions made by purchasers of this book.

***EARNINGS DISCLAIMER:** Results are not typical. Your results may vary. We make no claim that you will earn any income using this ebook whatsoever. Where specific figures are quoted from individuals there is no assurance you will do as well. You must assume the risk that you will not earn any income from this product.



Table of Contents

Introduction	5
The Special Bonus Factor	6
Before You Begin	8
Submit Your Own Report and Ideas to Butterfly Reports!	8
Simple Steps to Building Your Own Profitable Virus Factory	10
The Best Advice I Can Give You Is To Cheat!	10
Instant Viral Content.....	11
The One Piece Method	12
The Summary Method	12
Build a Virus People Will Want	13
Make Your Virus Pay You (Over and Over Again)	15
Virus! Virus Here! Come and Get Your Virus!	16
Go With the Crowd	18
The Money Isn't in the List: Build Your Contacts	19
Leveraging Audience Hubs	20
Sharing Viral Messages	21
Posting Billboard Comments.....	22
Encourage People to Share Your Virus	23
Bribery Always Works Best	24
Make the Virus Easy to Share	26
How to Make Your Virus More Viral	28
Give People Options.....	28
Keep It Small.....	28
Make It Natural and Simple	28
More Ways to Spread Your Virus	30
Cheat Sheets, Info Sheets, and Checklists	30
Articles	31
Videos	32
Classified Ads	32
Traffic Exchanges	33
Your Guide to the Apocalypse	34
Recommended Resources	36



Introduction

If you've been in marketing for anything longer than a heart beat, then you've probably already heard of viral marketing or buzz marketing, guerrilla marketing, word of mouth marketing, social marketing, or what ever else you want to call it. Each of these means something a little different depending on who you're talking to, but they're all essentially trying to capitalize on the same thing. That is the powerful and unique ability to bring about exponential growth by building self-propagating visitor streams caused by people spreading an idea from one person to another.

This idea can best be represented by the **pyramid effect**. Somebody creates an idea and shares it with a small handful of people. They find it interesting and each share it with a handful more people. This process continues on and on until that original idea has been shared with thousands, if not millions of people. That's why I titled this report "Turning One into a Million" because that's literally what you can do by leveraging the power of viral marketing.

Now, this example is an over simplification of how the effect works, but you get the idea. Obviously this "pyramid effect" of starting something small and passing it along to thousands of people creates an awesome opportunity to marketers.

Why?

Simple. The whole job of a marketer is to get people to buy a product. The more people that know about the product the more people that will potentially buy it.



Standard Marketing	Viral Marketing
<p>Most standard forms of marketing require a marketer to invest more money to reach more people.</p> <p>For example, if you can reach a 100 people for \$20 on Google Adwords, then to reach a 1000 people you need to spend \$200. It's a linear equation</p>	<p>Viral marketing doesn't follow the standard formula. With viral marketing you can reach a 100,000+ people just by emailing seven of your friends as in the example of a popular YouTube video (Super Friends). It doesn't cost you more to reach more people, because other people are spreading it for you. So after your initial investment the marketing is essentially FREE.</p> <p>The "math" involved is an exponential effect, not linear.</p>

The Special Bonus Factor

The other aspect that makes viral marketing so powerful is the trust factor and social proof that a company gains by it. Think about it. Which is more likely to influence whether or not you buy a product, a friend recommending the product or a marketer telling you to buy the product?

The answer is simple – your friend holds more influence over what you buy, think about a product or site. Why? Because your friend because you know, like, and trust him more than the marketer.

Plus you know your friend is giving you the recommendation to help you while the marketer is telling you to get the product because they want your money.

Turning One into a Million



On top of that, people tend to go with the crowd. It's called **social proof**. If everyone else is doing it, it must be right. So if someone has five or ten people telling them about the product or sees them using it they are more likely to accept it or want it because they want to fit in with everyone else.

By using viral marketing, marketers are actually getting people to promote a product to their friends and increasing the perceived value because more people will be seen using it, talking about it, or whatever. And most importantly these marketers are getting people to pass along their message without any added cost on their part. Every forwarded YouTube clip, every mention of someone else's blog post costs the originator nothing...and that's something pretty powerful to tap into if you're looking to make money online.

Here's the Catch

Of course there is a catch with viral marketing. The catch is you have to have something worth spreading, something people want to hear about or read about, which is not necessarily an easy thing to do. In the information age we are constantly getting bombarded with more and more information. As a necessity we are forced to ignore most of it as just noise. That which we don't ignore, we might find interesting, but not necessarily cool enough or information-rich enough to pass on. Viral marketing requires that people both find something interesting enough to notice it and then pass it on to other people.

The rest of this book is going to not only help you overcome this catch but also show you some insider strategies for profiting from viral marketing. Let's continue...



Before You Begin

Throughout this report we will be referring to [Butterfly Reports](#) and how you can use them to build a profitable business that leverages the free nature of viral marketing. Therefore, before you get started you should have some basic info about what a Butterfly Report is and how it works.

For a complete explanation you can visit the [Butterfly Reports](#) page, but essentially this is how it works. [Butterfly Reports](#) generates valuable reports containing information customers are interested in. Members of the site can then insert their affiliate links into these reports for products that the reports recommend.

Once you add your affiliate link to the [Butterfly Reports](#) you are free to distribute it in *any way you want*. If someone clicks on one of the links and buys the product you get the commission.

The best part is that people reading the [Butterfly Reports](#) are encouraged to share them with as many people as they can. The more people they share it with the more money you can make.

Submit Your Own Report and Ideas to Butterfly Reports!

Want to get your idea(s) in front of millions of people? We've made it simple for you. You can write your own report and do the same thing. All the ideas in this report will work just as well with your own report as they will with a [Butterfly Reports](#). In fact we recommend you do just that when you're ready and we even allow you to submit these reports to [Butterfly Reports](#) so that even more people can distribute them.

Turning One into a Million



However, when you first get started trying to make money online or bring more people to your website, it's to your advantage to use the . Writing your own report will take time and energy away from you going out and promoting the report.

Plus if that first report doesn't get you the audience you're targeting, you have to start all over. With [Butterfly Reports](#) you have a constant supply of new reports. If one doesn't work for you, you can just find another one and start promoting it. There's no headache with thinking up ideas, writing, editing, formatting – no nothing. Just a couple of clicks and you're done.

Even when you do finally start writing your own reports [Butterfly Reports](#) will greatly augment your own work. You'll be able to give them away freely to your list as quality content that will also bring you in extra income.

Bottom Line

[Butterfly Reports](#) is the fastest way for you to start building a viral business today.

Simple Steps to Building Your Own Profitable Virus Factory

From the viral marketing examples that we gave earlier and that are scattered throughout this report you can see that there are many different ways to use viral marketing. While that's true, any form of viral marketing has some very specific steps to take in order to make it work. By following these and repeating them to build many different viral components that work together, you will be able to build virtual virus factory that will literally spread your marketing messages to hundreds of thousands of people.

These steps are:

1. **Create something people will be interested in**
2. **Build in a profit center**
3. **Distribute it freely**
4. **Put it in front of the largest possible audience**
5. **Encourage people to share it**
6. **Make it easy for them to share**

The Best Advice I Can Give You Is To Cheat!

As you're going through this report learning how to create a viral factory, you might be thinking to yourself...

I Can't Do That!!!!

In that case, I have some good news. First it's not as hard as you think. Second, you don't have to do it yourself.



Let's start with the second piece of good news – you don't have to do it yourself!

You don't have to create the next great viral idea because there are already plenty of them created for you. All you have to do is borrow them and use them for yourself. This is perfectly legal, ethical, and infinitely more profitable than trying to create your own viral ideas in the beginning.

That's what [Butterfly Reports](#) is all about. We give you viral reports so that you don't have to create them yourself. No research, no writing, no editing, no formatting...no NOTHING at all. It's practically "Plug and Play" at its finest – which means more time to focus on better things like growing your online business, driving traffic to your sites or spending quality time with your family and friends.

All you have to do is rebrand them with your affiliate links and get them out there. If you're a **Platinum Member** that's four reports a month and 50% of the affiliate links inside the reports are yours.

Now all you have to do is get these reports in the hands of as many people as you can. Very shortly we'll show you several techniques for doing this. Many of these techniques use viral strategies too for example sending out viral content like chain emails.

Don't worry, you don't have to come up with your own viral content either. All you have to do is use the viral content that's already out there and attach a promotion to it for the ebooks you get from [Butterfly Reports](#).

Instant Viral Content

Of course if you want to create your own viral content, it's not as hard as you might think. There are two strategies that you can use to come up with instant viral content. They're called the one piece method and the summary method.



The One Piece Method

For the one piece method you start with any Butterfly Report or report of your own (either something you created or got from a Private Label Rights site).

Next you select one really good idea from that report – just one small piece of the whole report. You take that one idea and make a video, article, blog post, or forum post about it. At the end of the video, article, etc. you add that if you want more information refer to the report.

Now just share that valuable piece of content with a bunch of people and let them spread it around for you. That's it. Just a simple one piece method for creating valuable content and sharing it with the world (and making some cold hard cash in the process).

The Summary Method

The summary method is similar to the one piece method in that you start with a Butterfly Report or report of your own. Next you create a summary or an overview of the content contained in the report. Again take that summary and make a video, article, blog post, etc about it. At the end say that if you want more information refer to the report and then share that content with a bunch of people.

A great example of an extremely valuable and viral idea using the summary method is called the info sheet. We'll be showing you how to make an info sheet here shortly.

Build a Virus People Will Want

In order for something to go viral it first has to be able to draw people's attention. So what gets people's attention? Here are three ideas that you can't go wrong with. Create something that people will find entertaining, unusual, or valuable. Or better yet, use a combination of those ideas or all three of them together.

To the right there are several viral examples divided into the categories entertaining, unusual, and valuable. There are some things you should notice about this list. First, several of these items are included in multiple categories. As I just said if you can create things that are interesting on multiple levels, so much the better.

Second, many of these examples are *naturally* social. This means that people get more value out of them if they share them with other people. For example, what's the point in having a Myspace page if you have nobody to share it with?

The same applies to hotmail. Email is completely worthless if you have no one to send messages to. Therefore people naturally want to share these things with other people.

Viral Marketing Examples

<p>Entertainment</p> <p>YouTube</p> <p>Myspace, Facebook, etc.</p> <p>Blogger</p> <p>Myspace Butterfly</p>
<p>Unusual: Unique Twists and Buzzworthy Ideas</p> <p>The Million Dollar Homepage</p> <p>All My Life for Sale</p> <p>One Red Paper Clip</p>
<p>Valuable Resources</p> <p>Wikipedia</p> <p>Hotmail</p> <p>Myspace, Facebook, etc.</p> <p>Blogger</p> <p>Unleashing the Ideavirus</p>



Finally, notice that at least half of the examples aren't big companies, and even the ones that are big companies started out as projects by individuals. **Viral marketing is literally the most democratic form of marketing on the planet.** It's the only type of marketing where success isn't determined by your advertising budget. It's also the only type of advertising where the viewers not the creators decide what's good. Every viewer gets to vote on whether or not the virus is good by whether or not they pass it on.

Going back to what we talked about in the last section, if you want to build a good virus quickly then cheat. There are several sites you can go to that collect viral content you can use free of charge. You can also check out peoples profiles on different social networks and see what they're sharing.

From looking at these examples you can get an idea of what your target market is looking for and just clone what's popular. In the next sections we'll show you how to use this viral content to spread your own promotions.

Make Your Virus Pay You (Over and Over Again)

Creating the hottest viral product ever to hit the internet, while very cool, is pointless if you don't get any return out of it. When creating your viral content you have to incorporate some sort of *profit center* into it, so that as it spreads you will receive the benefits of the exponential growth.

As explained earlier, [Butterfly Reports](#) do this for you automatically by letting you insert your own affiliate links into the report. Then whenever some one clicks on a link in the Butterfly Report and buys a product you get paid the affiliate commission. Plus you also get to include your own information including a link to your own site if you have one.

Another way to make your viral content pay off is to include a promotion in with the content. For example later on we're going to talk about using viral messages that get passed from person to person. At the bottom of the message you can include a one or two line promotion for your site.

If your viral content is hosted on your site, include an opportunity to join your mailing list and/or a little advertisement of some sort. A lot of people will create an informational video that they share in a forum or with their mailing list, but they host the video on the default page created by the video program. What you should do is edit the page to include a form to join your mailing list or a link to get more information.

Remember, your goal is viral **marketing**. Your goal is to get a certain percentage of people to *do something* that is profitable for you. Don't make the marketing part obnoxious, but don't be afraid to include the promotions either.



Virus! Virus Here! Come and Get Your Virus!

There are different ways you can distribute your [Butterfly Reports](#) to other people. You can add them as a bonus to a product you already sell. This could add value to that product and potentially increase your sales. You could use them as an incentive to join a mailing list. This is one of the most popular ways to build an online business.

These methods while profitable are aimed more at getting immediate results as opposed to long term gain. Ultimately your goal is to get your Butterfly Report in as many hands as possible. The best way to do this is to just give it away to as many people as will download it.

One way to do this is to make it downloadable from your site. Then anyone has access to it and people can share the link to your website with anyone they think would want to download the report. As mentioned earlier, you can put it on a page that includes information about your site and the opportunity to join your mailing list. Now every time someone recommends the Butterfly Report they will also be promoting your mailing list.

When you do this make sure that the download link is easy to find. Otherwise people may not want to send people to the page. If you want to make sure people download from your site so they see your page and can't directly link to the file you can use link protection software to protect the file URL.

Make Money For Every Download

A great file sharing site to use is [Easy-Share.com](#), because they will pay you every time someone downloads from your account. They don't pay a lot of money (\$10 per 10,000 downloads), but if you're using a file sharing site anyway why not pay for it. Plus it's a good way to track how many people have downloaded your report. And if you have multiple reports going viral that number can add up quickly.



If you don't want to or don't have the money to invest in a homepage you can set up a free blog at any of the blogging sites recommended in the resource section. If you know about SEO, than we recommend using Blogger because it will be indexed much faster by Google. On this blog, post links to your [Butterfly Reports](#), info about the reports, articles, opportunities to join a mailing list, etc.

You can also post your reports on the various file sharing sites and ebook sites listed in the resources section at the end. This will help them get more attention and be promoted more. File sharing sites also work well if you're worried about bandwidth on your site or you need a free place to host your [Butterfly Reports](#).

Go With the Crowd

When unleashing your [Butterfly Reports](#) to the general market (and do your marketing work for you), ideally you want to find the largest *targeted* audience possible to pass them on to. The larger the audience you can find the more people that will potentially be interested in the reports and eventually share them with other people.

Unleashing the Ideavirus

In July of 2000, Seth Godin released an ebook called *Unleashing the Ideavirus*. In the first few days this 197 page book was download over 3,000 times. From there that number grew to be over a 100,000. It continued to grow from there to over 1 million. Finally it peaked at over 2 million downloads.

Over 2 million people downloaded this one ebook, but the story doesn't stop there. The ebook was a small enough file to be emailed from one person to another. The number of people who actually have or have seen a copy of this ebook is literally impossible to calculate.

This free ebook propelled the hard copy version of the same book which sold for \$50 to #5 on Amazon's Best Seller List. It was eventually translated into dozen's of languages and became "The Most Read Full-Length Ebook of All Time." Eight years after the book coined the phrase ideavirus, a Google search for the word still returns 158,000 results.

When Seth Godin released his free ebook *Unleashing the Ideavirus* in 2000, he did so in a two part 15 page article in the now defunct Fast Company magazine.

Obviously that was a huge audience at the time, but the majority of us don't have access to that kind of podium. Fortunately the internet has several alternatives that are not only equal or larger in size, but are also entirely accessible by anyone with an internet connection. A few of these alternatives include social networks, online forums and communities, blogs, and emailing lists. For the sake of brevity we'll just collectively call them audience hubs in this report.

Remember earlier we talked about how the internet made sharing things infinitely more possible than the physical world? Well two of the things that are being shared more than ever before are



contacts and interaction.

Audience *hubs* are allowing people to make friends with people they never would have before and to share interactions that were impossible 30 years ago. By working with this phenomena, you can place your [Butterfly Reports](#) in a position to be carried along by the audience hubs own momentum.

The Money Isn't in the List: Build Your Contacts

You've probably heard that the money is in the list, but this isn't true. A list of people that don't know you, like you, or trust you is worthless. Thousands of people sign up for mailing lists every day with junk email accounts they have no intention of reading.

The real money is in your contacts. A contact is anyone who will give you their personal attention when you ask for it. Could your contacts be people on your mailing list? Sure if they read the emails you send out. But they can also be your friends on Myspace or Facebook, the people who read and respond to your posts in a forum, or the people that subscribe to your channel on YouTube.

Your goal is to start building a collection of quality contacts that you can share your [Butterfly Reports](#) with, because 100 contacts that will read and share your [Butterfly Reports](#) are way more effective than a mailing list of 100,000 email accounts nobody ever checks.

Audience hubs are the perfect place to increase your contacts, because as we said before they allow you to easily share contacts and interact with other people.

For example you can use social networks to find other people who are interested in the same things you are and build up quality friends lists. You



can also use forums and blogs to find and introduce yourself to the movers and shakers in different fields. They in turn will have access to large audiences of their own to share your [Butterfly Reports](#) with.

Leveraging Audience Hubs

The advantage of viral marketing is that you don't need to have a large contact pool in order to reach a large audience. As long as your contacts are connected to the larger audience they will share the marketing message with other members of the audience and it will spread out from there.

Here are some things to remember when leveraging your contacts. Remain within the *context* of the situation. For example a funny picture, joke, or survey may be appropriate on Myspace and advice on marriages might be appropriate on a relationship forum, but not necessarily vice versa. Most importantly never post a blatant advertisement on any site. It shows everyone that you don't respect them as a contact.

Second, don't repeat it too often. What exactly "too often" means depends on the context. For example posting 50 replies and topics in a forum every day isn't that big of a deal. However, posting 50 comments to your friends' MySpace pages is. When in doubt, err on the side of caution. Your contacts are more valuable to you in the long run. Don't burn them up going after a quick buck.

Here are a couple of ways you can leverage your contacts to get the most bang for your buck...

Sharing Viral Messages

I'm sure you've gotten those emails or messages containing a joke or some feel good message and telling you to pass it on. These are viral messages that people continually forward to each other, generally because they're entertaining and the person forwarding it on thinks that someone else will enjoy it too.

Well you can attach your promotion to these viral messages and send them on their way as long as you're careful about it. For example, if you get a funny email, add a one or two sentence sales pitch at either the top or the bottom and send it on its way. Depending on what your pitch is and where you put it, you could get a decent response. I've always found that right after my signature, a short message about a product of mine or an affiliate product I'm promoting gets a lot of people clicking because they don't think I'm blatantly pitching them.

You can also create viral messages with links to specific pages on your site. A popular way to do this is to create a petition of some kind and host in your site. You then send out messages to people telling them your position, asking them to sign the petition, and asking them to send the message on to their friends. On the petition page you include an ad for your [Butterfly Reports](#) and a link to download it.

For example, if you have a report on stopping identity theft, you start a petition demanding stricter laws against identity theft. As part of the introduction to the petition you invite people to also download the free report and use the tips inside to prevent identity theft and improve their credit. (This report will soon be available on [Butterfly Reports](#))

To start your own petition [you can use this software](#). It's open source and fully customizable for whatever you decide to use it for.



Posting Billboard Comments

Many different audience hubs such as social networks, forums, and blogs give you the ability to post comments where everyone can see them. These comments can be like little billboards that you put up promoting your viral content. However, this has to be done properly or you'll get slammed for being a spammer.

One great way to use billboard comments is to go to a forum and look for people asking questions that are answered in your Butterfly Report. Then post a quick recommendation or two and say something like, **"If you want more info you can download this report"** and provide direct link to the report. Everyone that reads the thread will see your comment and could potentially download the report.

This strategy works well for posting comments to blogs too. Find blog posts that relate to your Butterfly Report and post your thoughts on the topic in the comments section. Then do the same thing as before. Say something like, "If you want more info you can download this report" and provide direct link to the report. Everyone that reads the blog will see your comment and could potentially download the report.

Just remember to do this genuinely. **DO NOT SPAM.** Make quality posts that you include your links in otherwise they will get deleted and you will potentially get banned.

Also many forums allow you to include signature files. If they let you promote your site in the signature file, you can literally turn every post you make into a Billboard Comment. Simply put a one or two sentence sales pitch in your signature with a link to your report. To get even more downloads make it a direct link to the Butterfly Report file and add the phrase "(Right Click and Select "Save As...")" This will tell people they don't even have to leave the site to get the file.

Encourage People to Share Your Virus

The people reading your Butterfly Report or other viral content may not automatically think to share it with the people they know. You don't want to risk it, so plant the idea yourself by encouraging them to share the content with people they know.

For starters you can tell them to share the content whenever they read the report or view your content, blog posts, etc. To help spur on people to share your content, all you have to do is include a message in every piece of viral content you create encouraging viewers to share the content with friends, family, or colleagues.

Chain mails are also extremely effective at encouraging people to pass them on. At the end of every email is a section that goes something like this:

Send this out to everyone you know including the person who sent it to you. If you get this message back from...

No one you are a loser with no friends.

5 people you're doing ok.

10 people you must be pretty cool.

50 people and you're absolutely the coolest person ever.

Turning One into a Million



Or maybe like this...

If you don't send this out to at least 10 people in the next 5 minutes, you will be alone for the rest of your life and die a long painful and horrible death.

Of course, whether or not you send an email out to 10 people or you get a certain number of replies is meaningless, but people still forward the email to other people anyway.

If you asked most people why they forwarded a chain mail they would say because it was fun or interesting, which is partially true. However, 95% of the time they won't forward it if the message didn't ask them to, so always make sure you ask them to pass it on.

Bribery Always Works Best

Another great way to get people to share your [Butterfly Reports](#) is to give them an incentive to do so. This incentive doesn't have to be huge. Heck it could be something as simple as another Butterfly Report as long as they see value in getting the report.

There are different programs you can use to set up an incentive program, but one of the easiest is a simple refer a friend program like Mike Filsaime's [Viral Friend Generator](#) that is available in the members area of ButterflyReports.com.

What Viral Friend Generator does is...

“work in the background and reward your visitors for getting new referrals to visit your web site. Unlike any other tell-a-friend software, the *Viral Friend Generator* gives you the ability to require those who submit referrals to actually persuade their friends to visit and even join your list of subscribers in order to be rewarded with your free offer!”

You can read more about the *Viral Friend Generator* at <http://www.viralfriendgenerator.com/1/>. However, don't buy the powerful software on that page because you can get a better deal inside of the [Butterfly Reports](#) membership area.

The Viral Friend Generator has another advantage as well. It makes it easy for your customers to share your [Butterfly Reports](#). All they have to do is add their friends' names and email addresses and hit the send button. Everything else is taken care of for them. In the next section we'll show you more ways to make your virus easy to share.

Make the Virus Easy to Share

In order for people to share your virus, it has to be something that is easy for them to pass on. Hotmail was the epitome of this idea. At the bottom of every one of the emails sent out from a hotmail account was a little ad saying that if you wanted free email go to hotmail.com and signup. People didn't have to do anything to share it with their friends. It happened automatically whenever they sent out an email.

In fact the internet as a whole has made viral marketing infinitely more possible because it makes sharing things incredibly easy. Consider the major obstacles to sharing something in the physical world.

- 1. You lose something if you give it away**
- 2. It requires effort to share something**
- 3. Pieces get lost in the exchange**
- 4. Time is a factor**

In the physical world if I give you something like a DVD that cost me \$20, it means I no longer have that DVD. On the internet if I give you something like a copy of a movie file, I have a copy of the movie file and so do you. Both are exactly the same. I have lost nothing by giving it to you, so it makes it really easy for me to give you anything I want to. This is why piracy is so popular.

In the physical world, if I want to give you a copy of a book I read and you live on the other side of the world I have to go through the trouble of mailing it to you including getting postage supplies and a trip to the post office.



On the internet if I want to give you a copy of an ebook I read, I can just attach it to an email and send it to you. It takes me about 30 seconds and almost no effort on my part.

In the physical world if I want to tell you about something I read, I have to try and do it from memory or bring the original with me. On the internet, I can just give you a link to it and you can go read it for yourself. The statement, "You had to see it for yourself" doesn't apply because they can see it for themselves at their leisure right from the comfort of their own homes.

In the physical world if I want to share something with you I have to wait until we're together, we're able to get connect via the phone, or for a package to be delivered to your house. In that time frame, I could completely forget what I wanted to share.

How many times have you heard something like, "I was going to tell you something, but I forgot what it was." On the internet, I can send you a message whenever I think of it and you can read it whenever you happen to get it. As the Rolling Stones said, "Time is on [our] side."

How to Make Your Virus More Viral

Here's some ways you can make it easier for people to share your viral content.

Give People Options

The more ways people have to share your viral content the more likely they will do so. For example YouTube allows viewers to either send people directly to the YouTube site or to embed the video in their own page. Another example that we mentioned early is allowing people to send people to your site to download the file or allowing them to pass it on themselves.

Keep It Small

Part of allowing people to pass a file on themselves is making the file small enough to email. Most free email services allow you to email attachments up 10 MB. For anything text based and most image files, this is way more than enough space. However, if you start getting into videos or software, this can become an issue. Of course you could always leverage a site like YouTube.com to help share your viral videos...for Free!

Make It Natural and Simple

In the Hotmail example mentioned earlier we said that most of their success was because sharing their viral message was automatic. However, most of the time we won't be able to achieve automatic sharing of our content. The second best option is to make sharing the content as natural and simple as possible.

Making your virus natural means that you can't ask people to do something they wouldn't normally do. If your viral content involves each person cold calling 10 people they don't know and asking them to pass it on, you probably won't get anywhere (although it does fall into the category of



unusual.) However, if you're asking people to pass on a joke you sent them, that's something they likely do anyway. Asking them to do it doesn't raise any natural resistance to the idea.

Making sharing your virus simple means requiring people to do the least amount of work and jump through practically no hoops. For example forwarding an email is usually no more than a few clicks of the mouse. Most people will do this without even thinking about it.

Having a virus that spreads automatically is great because people don't have to make a choice when doing so. By making virus as natural and simple to share as possible, people will have to make a choice to pass on the virus, but they will have the least amount of resistance to doing so as possible.

More Ways to Spread Your Virus

Below are a few more ways to get your [Butterfly Reports](#) in front of the largest audience you can. Most of these methods are viral themselves and you can use everything you've learned up to this point to get them to get the greatest possible affect from them.

Cheat Sheets, Info Sheets, and Checklists

Cheat sheets, info sheets, and checklists are extremely powerful ways to promote your [Butterfly Reports](#) because they are both viral and easy to create. These sheets are one page references that condense a lot of information for quick review. They are valuable to the people that use them because they allow them to track and remember the information they need all in one place.

Creating these sheets is extremely easy. One way to do this is to take notes on the important parts of your Butterfly Report and then condense them all on one page. Then at the top and bottom of the sheet include a link to your site and a message telling readers they can get the complete report free at that page.

Another method is to research a checklist or cheat sheet with information that would be relevant to niche that your Butterfly Report targets. Put this information on a single sheet and include a one or two sentence ad about your free report and a link to download it.

Or if you don't have the time or energy to convert the sheet to a PDF file and upload it to your website, you can just create the cheat sheet, load it up into your autoresponder system and send it as a note to your list. Remember, it doesn't matter how big your list is at this point. What does

matter is that the content is so good someone's going to want to forward it on to a friend...and so on and so on!

As we mentioned earlier, these sheets are viral as well so you can promote them using all the same techniques described in this book as you do for the [Butterfly Reports](#). Because they are so quick, handy, and easy to print out a good sheet will probably get more distance than your Butterfly Report. However, your Butterfly Report will do a better job of promoting the product you're recommending than a sheet will.

Articles

The concept of article writing is to provide the readers with useful, honest and entertaining information, on topics the readers are interested in. Sounds like Viral Marketing 101 right? You bet.

Using articles to promote your [Butterfly Reports](#) works like this. First you write an article related to your Butterfly Report using either the one piece method or the summary method. Then in the signature file (resource box) of the article you tell the reader they can get more information by downloading the free report and you point them to the URL where you've saved the file to your website.

If you use the one piece method, a good way to get more attention for your articles is to write them in parts. For example, pick two or three ideas from your Butterfly Report that go together and write a sequence of articles on each idea with the title including Part 1, Part 2, etc. Once someone finds one part they will automatically go looking for the rest.

To get attention for your articles you can submit them to article directories and/or contact website and mailing list owners directly and ask them to use your article.

If you're not good at writing articles, you can use articles with private label rights. These are articles that other people write, but allow you to edit and/or put your name on. If you use these articles we strongly recommend you change the headline and edit the articles before submitting them to an article directory. A good place to find a constant supply of PLR articles is <http://www.easywebsitecontent.com>.

Videos

Video is a very powerful method of promoting your [Butterfly Reports](#) for several reasons. First they are viral all by themselves. As mentioned earlier, sites like YouTube.com and other video hosting sites give viewers short pieces of code that allows them to embed them on their own sites or social network profile. This will inevitably cause your video to be seen by more people. Some of these people will also host your video and the circle will continue.

Second, videos control peoples' attention better. As long as you can keep your viewer engaged they will watch your whole message as opposed to skipping to whatever information they want as they would in a web page. However, if you abuse this control they will simply turn the video off.

Finally, video sites, especially YouTube.com which is now owned by Google, are constantly being indexed by search engines. If you are implementing SEO tactics along with your viral marketing tactics, video will work well for both.

Classified Ads

Classified ads are a great way to find a highly targeted audience for your [Butterfly Reports](#). People that are searching classified ads are doing so



specifically because they are in acquire something mode. By placing ads that explain how your Butterfly Report will help fill the specific desire they are looking for, and then giving a direct link to the report, you can get a lot of attention for your report very easily.

The thing to remember when constructing a classified ad is to keep it simple. Remember that your goal in the ad is to get them to download the report. You are not trying to get them to buy anything in the ad itself.

Make the ad about five lines in length but no more than ten lines. Start with an attention getting headline. Follow with some specific bullet points. Then give a call to action. Remember if you provide the direct link to the file, include the directions "Right Click and select 'Save As...'"

Finally put in a quick P.S. at the bottom to emphasize a specific bullet point or the call to immediate action.

Traffic Exchanges

Traffic exchanges work as follows: First you surf specific sites for credits, usually having to spend about 20 seconds at each site. Then the exchange company will have other members view your site in exchange for those credits. Your credits will normally come on a 3:1 or 4:1 basis, meaning that you need to surf four sites for every one of yours that they will show.

The thing to remember about traffic exchanges is that the people viewing your site are there to get traffic just like you. They get more traffic the more sites they visit, so they won't be at your site any longer than they have to. For this reason you can't be sending them to a long sales letter and expecting them to do more than read the first few sentences.

Instead you want to use the same strategy that is explained in the classified ads section. Remember your goal is to get them to download and

read your Butterfly Report, not to sell them anything. The Butterfly Report itself will do the selling.

Your Guide to the Apocalypse

You're about to learn how to turn your small virus into the cash-generating apocalypse. If you haven't noticed it yet there have been several hints so far about how to create your own viral wildfire, but now we're going to come straight out and give you the secret.

The secret is that all these strategies work best when you tie them together and use them to *reinforce* each other. That may seem obvious, but it's not the way most people will try to create a viral marketing campaign. Most people will think they have the greatest viral idea ever created. They'll seed it one or two spots and walk away to wait for the money to come in. Don't fall into this trap.

To get the most bang out of your buck you want to seed your virus everywhere and create multiple viruses that all feed each other. For example if you link to a video you made as one of the references for an article or cheat sheet, you will drive more traffic to that video. You can in turn mention the cheat sheet or article in the video and provide a link to it in the description box.

You can also post threads in forums and comments in posts with links to your videos or articles. As long as your videos and articles are quality information and not blatant advertising they will be perceived as interesting and you can link directly to them with out worrying about being flamed.

You can also post links in all your viral components to your blog or social networking profiles. These are your own personal audience hubs that people will be able to use if they want to look you up. Then you create blog



posts that link to your individual viral components and include links in your social network profiles to these components.

This way each of your mini viral components will generate more and more interest for each other and of course your Butterfly Report. Remember your goal is ultimately to get as many people as possible to read your report(s) because that's where your sales will come from. However, by interlinking between all your individuals viral pieces you help build interest, attract more attention, and create more credibility for yourself and your [Butterfly Reports](#).

That's all for today. Head on over to [Butterfly Reports](#) to find out more about how you can leverage the power of viral marketing using content that's already been created for you!



Recommended Resources

Blogger.com

Wordpress.com

MySpace.com

Facebook.com

YouTube.com

ViralFriendGenerator.com

ButterflyMarketingManuscript.com