

X-FACTOR TRAFFIC: The Top 10 Most Effective Totally Free Traffic Tactics in Internet History

VIRAL TRAFFIC: “The 15 Biggest Viral Marketing Mistakes AND How You Can Avoid Them” by Dearl Miller of Trafficology.com

MISTAKE #1: Not following up after the download.

Make people give you their email address before they can read the eBook and encourage them to sign-up for an updates list. If you're using a PDF eBook then make people register before they download the eBook. If you're using an "exe" eBook then have people register during the installation process, just like with software.

Once you have their contact information make sure to use it. Set up an auto-responder that will send them a new lesson or update on the same topic every few weeks. If you made people register then send them a message every few days pointing out key passages of the eBook and also include testimonials. Do whatever you can to follow up and encourage people to read your eBook. If people do not read it then they will never see your offer and are also not very likely to help spread your marketing virus.

MISTAKE #2: Not Picking a Strong Enough Title & Headline

As Mark Joyner says, you have 3 seconds or less to grab your readers attention, therefore it is critical that you work hard to develop a title and

headline that compel people to download and read your eBook. Improving the title is proven to increase downloads by more than 800%. Don't just wing it...work at it. You'll be glad you did.

Also, make sure to pick your title and completely finish your sales letter before you write a single word of your eBook (yes...your free eBook needs a sales letter!). The process of writing the title and sales letter will help you decide which are the most compelling pieces of content as well as help you integrate a backend offer.

MISTAKE #3: Not researching the market before writing your eBook

Be very careful of picking too small of a niche. For viral eBooks to be most effective they should appeal to wide audience not a small niche.

Additionally, don't write your eBook on a topic you think people want to know about, find out for sure. Use polls and conduct surveys. Visit blogs and participate in message boards. Do what ever is necessary to find out exactly what the people want to know and then write your eBook about that.

MISTAKE #4: Creating a too long...too lame eBook

Anyone can research a topic and write 30-40 pages. Remove the fluff and create a concise 6-10 page report expressing the most valuable information and your readers will be happy (and you'll make more money). The viral eBook only helps you if someone reads it. If it takes more than 20-30 minutes to read then most people will never finish. They'll give up half way thru or they'll just skim it in the first place.

Make those 6-10 pages the best ever written on the topic. Teach a valuable lesson and give people real information they can put to good use. Only exceptional content will result in a successful marketing virus.

MISTAKE #5: Including it in a large eBook package

The people who buy 100 eBooks for \$14.58 never read them. They skim through the list of titles and maybe open 3 or 4 of them. The rest are filed away never to be seen again. Your viral eBook cannot help you if people don't read it, so don't include it in a large package unless you can get special placement, a featured listing (stars, highlights...things like that), or are able to follow up with the people who purchase the package after the sale.

Also, you must create an attention grabbing headline. Without it you'll get zero results from a eBook package.

MISTAKE #6: Not Monetizing Thank You Pages or Using Un-Advertised Bonuses

Place offers for email lists and related affiliate products on download or thank you pages. Add un-advertised bonuses that encourage readers to take a free trial for a related affiliate product or download another viral eBook.

MISTAKE #7: Not telling readers exactly what to do

Give them simple set of instructions. Read-it, Buy-It and Pass-It on. Include a powerful call to action and tell readers exactly how & why to spread your traffic virus.

MISTAKE #8: Not using non-monetary incentives

Money is good, but it's not everything. Get creative, use curiosity, social acceptance & other motivators too.

MISTAKE #9: Not making the process easy

Provide all the tools and training your marketing partners will need. Give them a simple 1-2-3 step plan.

MISTAKE #10: Launching to a small audience

Take the time to recruit top partners before the launch & use a few other creative ways to get your virus started.

MISTAKE #11: Using links you do not control

Have all links in your eBooks direct back to your site.

Then use re-directs to send people to their final location.

Viral eBooks have a very long life and a lot can change in that time. If the site you are linking to goes out of business or re-designs their site then your links will no longer work and you'll not make any more money.

MISTAKE #12: Only allow branding of links

There are many other ways you can allow your viral marketing partners to customize your viral eBook.

MISTAKE #13: Not making paid eBooks brandable

In addition to giving re-print rights, also allow partners to brand the affiliate links in your paid eBooks too. This is a great way to activate your non-producing affiliates.

MISTAKE #14: Charging extra for re-print rights

Include reprint rights with all purchases for best results.

MISTAKE #15: Only using free viral eBooks

There are many other great ways to spread your marketing message virally. Paid eBooks, viral videos, viral services, offline referral marketing. They'll all drive free targeted traffic to your website automatically.