

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

VIRAL TRAFFIC:

**“The Ultimate Way to Create an Unstoppable
Flood of Absolutely Free, Highly-Targeted
Traffic to Any Website...Automatically”
by Dearl Miller of Trafficology.com**

Everyone wants more visitors to their website, but what exactly is the perfect web traffic technique?

Since the beginning, Trafficology has been on a “Quest for the Holy Grail of Web Traffic”. We are constantly searching for the ultimate technique to perpetually drive an infinite amount of absolutely free, highly targeted visitors to your web site forever with no cost, no effort and no time required for implementation.

I’m not talking about gimmicks or tricks. The ultimate traffic method can only be a permanent solution for generating consistent, high-quality traffic...for free.

Not a quick-fix, but a legitimate traffic-building system that will have quality visitors who want to purchase your product or service on your site in less than a day.

The perfect traffic technique doesn't require constant involvement. Instead it will enable you to quickly dominate any niche by providing an ever increasing stream of traffic, generating thousands of new visitors every month with no further action by you.

And ... it will actually increase your conversion rate!

We've brought you 10 years of great web traffic tips, techniques and tutorials, the closest thing to the perfect "plug-and-play" free targeted traffic generator we've found is a well planned viral marketing strategy.

What is Viral Marketing?

Viral Marketing is simply nothing more than digital word-of-mouth advertising. It's just an easy way to spread your marketing message from person-to-person using the tools of the Internet.

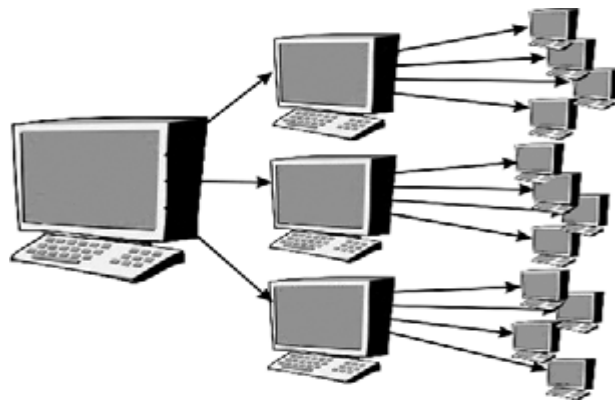
It is called "Viral", because each person who gets your message then passes it on to someone new; similar to how a flu virus passes person-to-person.

Why Use Viral Marketing?

You should create your own viral marketing campaign because there is no other traffic creation technique that combines the ease and effectiveness of viral marketing at such a low-cost...and produces high-quality traffic.

It's the ultimate free traffic creation method. Crafting a truly viral message will result in a self perpetuating, never-ending web traffic creation tool that will drive tightly targeted visitors to your site forever...without you ever having to lift a single finger again.

But the best part is viral traffic **grows exponentially!**



An effective viral marketing message is not passed from one person to the next. Instead each person tells a few people, who in turn tell a few more people each and so on. Finally, thousands of people you don't even know are passing it on to the people they know.

It's so powerful, you could not stop it even if you wanted to!

Fundamentals of Viral Marketing

Before we reveal the details of specific viral tactics, it is important to have a firm understanding of the viral marketing fundamentals. All viral strategies must include these 5 basic elements to be successful.

1. A Superior Quality Product at a Fair Price
2. A Compelling, Memorable Viral Message
3. An Easy Way to Spread your Viral Message
4. An Incentive to Spread your Viral Message
5. A Profitable Way to Monetize Viral Traffic

Additionally, in most cases you'll need your own affiliate program to take full advantage of these viral traffic techniques. Checkout [X-Factor Traffic: Affiliate Marketing](#) for details on how to set up your own affiliate program.

A Superior Quality Product at a Fair Price

Remember, viral marketing is just digital word-of-mouth. The best way to create positive word-of-mouth both online and offline is to **over deliver**.

People talk about things they find to be exceptional. If they feel like they got a great deal, if your product performed better than they thought possible, or if your customer service team went above and beyond the call of duty...this is the foundation of your viral campaign.

Most people see making a recommendation as a direct reflection on their own personal integrity. They will not recommend just anything to their family, friends and co-workers...no matter how much you pay them.

Therefore a core viral element is a top quality product everyone will feel good about endorsing to their closest friends. Once you have this you can focus on the other element to increase the power of your virus.

A Compelling, Memorable Viral Message

If you want people to say good things about you, then you need to tell exactly what you want them to say. Otherwise they will just not say anything at all.

The message should be simple and catchy enough to be remembered, but also compelling enough that anyone who comes in contact with it will feel the immediate need to visit your website.

Good viral messages for websites you may know are “Amazon.com: Earth’s Biggest Bookstore” and “Hotwire.com: Fly. Sleep. Drive. Cheap”. They both clearly communicate why to visit each site in a simple, compelling and memorable fashion.

An Easy Way to Spread your Viral Message

You must provide your viral partners with all the tools and training necessary to pass along your message.

The amount of traffic you will generate is directly proportional to the ease of use of your viral tools. The more instinctual and natural they are the quicker your virus will spread, and the more traffic it will generate.

Give your partners everything they could possibly need including marketing materials, website templates and a step-by-step instruction guide / video tutorial.

Outline the specific steps you want your viral partners to take and explain in detail exactly how to perform each step. Leave no question unanswered, each time a partner has a question it slows the spread of the virus. Any unanswered question can stop a virus completely.

An Incentive to Spread your Viral Message

Your traffic virus must perform two tasks. One it must drive people back to your website and two it must encourage the current recipient to pass it onto multiple other people within their circle of influence.

In this step your goal is to discover what will make people want to tell everyone they know about you.

The most common incentive is money. By allowing your viral partners to change the links in the tools you provide to their affiliate link, you can greatly increase the spread of your message. If done correctly this can be a win-win proposition. They earn a commission for every purchase because of their referral and you get your viral marketing message spread for free.

The problem with money is other people can feel your partners true motivation. This is why having a superior product is essential. People should want to tell everyone they know about your product because they got phenomenal results from it. The affiliate commission is just a carrot to get them started talking.

Another incentive is prestige and acceptance. Many people will pass jokes and quality information because they want the praise and appreciation from the person they shared it with. This is especially true with niche specific or hobby related viral tools.

Also, keep in mind your marketing partners true motivations. For example, they may want to sell more of their own product, so they'll give away your viral tool as a way to increase conversion. Or, they may want something good to help build a bond with their email list. In addition, they may need something new to publish in their newsletter. In those cases, if you provide useful viral tools or top-notch content they will gladly spread your marketing message too.

Finally, with some viral services, people will actually share it with their friends while in the natural act of using it. This type of passive technique is extremely powerful. I'll explain more about this in a moment.

A Profitable Way to Monetize Viral Traffic

There is no reason to create a traffic virus unless we can convert those visitors into profitable customers.

Viral marketing techniques will create very targeted, high-quality traffic. You'll get your share of free-bee seekers, but offer a great product at a fair price and you'll have absolutely no problem making money.

Here are 6 Ways to Monetize Your Viral Traffic:

1. Build a email list generating backend sales
2. Drive traffic to a site selling your product
3. Drive traffic to a site selling an affiliate product
4. Drive traffic to a site with AdSense style ads
5. Sell ad space and sponsor links in your viral tools
6. Sell the resale rights for your viral products

How to Create Viral Web Traffic

Here's 10 Great Ways to Create Web Traffic Virally:

1. Create & Disseminate Free Viral eBooks
2. Offer Products with Viral Re-Sell Rights
3. Add a Tell-a-Friend Script to your website
4. Create & Disseminate Free Viral Videos
5. Create Viral Tools (Programs & Services)
6. Offer Viral Product as an Unadvertised Bonus
7. Create Niche Website Awards or Directories
8. Use Offline Referral Marketing Tools
9. Develop a Highly Viral Ordering Process
10. Create an Interactive Website Experience

How to Create a Viral eBook

There are two types of viral eBooks: paid & free.

Paid viral eBooks are not given away, instead you allow your partners to actually sell the eBook and keep 100% of the profit for themselves. This technique is often referred to as giving reprint or resell rights and is an extremely powerful way to create high-quality web traffic. More about how to use paid viral eBooks is covered in the next section.

Creating a free viral eBook is the easiest, profitable tactic anyone can use to create traffic automatically. The basic idea is to create a useful piece of high quality content and then allow your viral partners to give it away to their list of contacts free of charge.

To make your eBook viral do 3 specific things:

1. Create great niche specific content people will gladly recommend to others in the same niche.
2. Include instructions that anyone who receives a copy can also give it away to anyone for free.
3. Provide your viral partners with a “branding tool”, enabling them to customize your eBook with their affiliate links and personal information.

This gives extra encouragement to pass around the eBook and generates even more sales for you.

To create a free viral eBook just follow these steps:

STEP 1: Decide the specific action readers will take

All viruses do two and only two things. First they perform a specific action and, second, they spread themselves to anyone else they come in contact with.

Everything you do when creating your viral eBook should be guided by one specific action you want your reader to take. Write this down in a clear declarative statement, and keep it in your mind during each step.

Do you want readers to purchase a specific product?

Do you want them to sign up for a specific email list?

Do you want readers to visit a specific affiliate site?

To be effective, free viral eBooks must have one and only one specific action. They are short, cover a single subject and illicit a very specific response.

3 good examples of successful specific actions are:

“The reader will sign up for the Trafficology Print Newsletter 2-Month Free Trial with my affiliate link!”

“The reader will sign-up for my free email list to get a free copy of the 7 Most Powerful Web Traffic Tips!”

“The reader will purchase my _____ product at the _____ website because _____!”
(fill-in blanks with the name of your product, where readers can get it, and the reason they should buy it.)

STEP 2: Pick a topic to cover in your eBook

This was the hardest thing for me to understand when first learning how to create free viral eBooks.

You **do not** want to pick a tightly focused niche topic.

The purpose and power of a viral eBook is to spread among many, many people over a long period of time.

Picking a tightly focused niche topic unnecessarily limits the ability of your traffic-creating virus to spread, resulting in a quick flame out and very little traffic being generated perpetually. Therefore, pick a topic that will appeal to

a broader audience, including your niche but also including multiple related niches.

The fact is, your intention is to create a virus that will spread to hundreds of thousands and even millions of people over time. The only way you can reach that many people is if you focus on a topic that is useful and interesting to many, many people. Do not waste your time on a niche specific topic that only a few thousand people in the world will ever care about.

You may have a very profitable niche for other marketing tactics, but with viral marketing, you'll very quickly dominate it entirely. This sounds good, but it will not result in a steady stream of visitors over time.

To find a viral-friendly topic use keyword research tools to identify the largest audience available based on the specific action you want your readers to take.

Think about the product, think about your areas of expertise, think about what things you are interested in and how they relate to the viral action you selected.

For example, imagine you sell fishing equipment and your desired action is to get people to purchase some fancy new space age bass fishing lure from a website.

What's your niche? Bass Fishing.

What topic should you choose for your viral eBook? NOT Bass Fishing!

Bass fishing is too small of a niche. Yes, you do want bass fisherman to be interested in your eBook, but you also want trout fisherman, catfish fisherman and so on.

So you ask...Why do you want trout fishermen to read an eBook selling a bass fishing product? Two reasons: one because trout fisherman will surely know a few bass fisherman and will now recommend your product to them; two, when all the trout fishermen find out how easy it is to catch bass with your new space-aged bass lure, many of them will buy it and take up bass

fishing too. They will now need all the different bass fishing equipment (not just one lure) and because of your eBook, they know where to get it.

Therefore, if your niche topic is Bass Fishing then your viral topic would be Fishing. You should also consider the next more general subject of Watersports and the next more general area, Sports and Recreation.

Now that you have a general topic to cover in mind, you need to pick a specific topic to write about or problem to solve that is common in your viral topic. If you are an expert on the subject then you may know just the thing to write about, but I always recommend performing a little research.

Nothing...and I mean nothing can substitute for the valuable information you'll get from first-hand research. This is done by getting to know and surveying the people and the problems in the market you want to target. This can be done formally or informally. You can either send out a poll to your list or a JV partners list, you can visit niche sites, blogs and message boards.

Don't think you have to do your research online, a few offline ways to learn about the problems of your niche are to read niche magazines and attend niche events.

The idea is to find common questions that aren't being answered, hot-button topics people discussed for years and will continue to ask for many more to come. Fill a void, solve a challenge or simply ask what is most important to them or what do they want to know.

To continue the fishing lure from before, you may find fisherman want to learn how to catch more fish in less time or they may want to learn how to actually use their depth-finder, fishing charts and GPS devices.

People interested in Watersports may want a list of the best fresh water lakes in their region or how to increase the "gas-mileage" of their outboard engines.

People interested in Sports and Recreation may be looking for new fun things to try or how to get their kids interested in wholesome life-long activities.

Keep searching until you have something you know millions of people will want to read about. If you get to know and understand the niche, you will know a good viral marketing topic when it presents itself.

STEP 3: Pick Your Title & Headline

Your headline will make or break your traffic virus.

Ted Nicholas, who's sold 400 Million dollars of products, says a great headline is 90% of success in direct marketing. He also says to resist the temptation to write a word of body copy before first preparing a super headline. The fact is to create a successful viral eBook you must never write a single word until you have a killer headline; a compelling, attention grabbing, stand-out-from-the-crowd headline.

Take time to craft a catchy title...titles are proven to increase viral downloads by as much as 500% - 600%.

STEP 4: Write Your Sales Letter

If people don't download your eBook, your traffic virus stops. An effective sales letter is as important to sell your free eBook as it is to sell a \$1,000 product.

Additionally, the process of writing your sales letter is essential for creating the viral content in your eBook, as well as ensuring people read it after the download.

You should create a full-featured sales letter. No, it does not have to be 10-20 pages, but it should include all the key sales letter elements and compel each visitor to download and immediately read your eBook.

If people don't read your eBook, it's worthless to you.

*Learn exactly how to write a winning sales letter and Hypnotically Powerful Web Copy from **Michel Fortin** & **Dr. Joe Vitale** in the Trafficology Membership Site*

STEP 5: Create Your Viral Content

All the work you've done up to now has paved the way for you to create the viral content for your eBook.

Just use your viral message, your viral topic, your compelling headline and the bullets from your sales letter to create the perfect outline for your viral eBook.

Once you have your outline complete, just fill in the details. You can do this from your own experience, research the topic, interview an expert, hire a ghostwriter, compile freely available re-print articles and even excerpt a portion of your own back-end products. It doesn't need to be extremely long, 9-10 information packed pages will do nicely.

Remember, everything you include must encourage readers to take the specific action you picked in step 1.

When writing the content, do not focus on spreading the virus. The other viral elements will take care of that for you. The key to writing good viral content is to provide quality information that people find useful.

Over-deliver on the content. Good content is by its very nature viral. People talk about things that are exceptional. If you provide exceptional content on a popular topic people will naturally want it and share it.

If you are concerned about giving away all your information for free...don't be. The essence of viral marketing is creating a great product at a fair price.

You don't have to give away everything for free. You only need to provide enough content for people to feel they got an exceptional deal. This will make them see your \$100 product is also a great deal.

They'll think, "If I got all this in a free eBook, just imagine how much great info I'll get for \$100 "

The best advice on creating content for free viral eBooks comes from Jimmy D. Brown. He says make your content, "Useful...But Incomplete".

That does not mean you should skim on quality, it means when thinking about the specific action you want readers to take, you should consider how to create useful content that makes taking the specific action the logical next step.

For example, imagine your specified action is for readers to buy a bass fishing lure, your viral topic is fishing, and the title of your eBook is “How to catch more fish in 1 day than you’ve ever caught in your entire life”. Then the content of your eBook should walk readers through all the reasons why bass are the easiest fish to catch. It should provide several free tips and techniques of how to quickly and easily catch bass and your last big lesson should be on how and why your lure is the greatest thing in fishing since water.

See how the content is useful and valuable on it’s own.

That is essential to creating a buzz about your eBook.

Also notice how the content did the double-duty of walking people thru an education process that leads them to the natural decision of purchasing your lure.

Yes, some people will read the eBook and not buy.

But, some will read it and buy your lure and some will read it and buy every bass fishing product you sell.

STEP 6: Create a Cover

To produce a quality eBook, you will need artwork for the cover of your eBook. You can make your own cover using an image editor or a cover creation program <http://eCover.TrafficologyResources.com>

It is very important to have a professional looking cover, even for free eBooks. You want to wow the reader from the very beginning and make a great first impression. Therefore, I do recommend you evaluate using a professional graphics designer. I personally use Brian Terry and found his work to be exceptional, and his prices to be a great value. You can contact Brian at <http://eWow.TrafficologyResources.com>.

STEP 7: Add Legal and Marketing Pages

Next you'll need to add a few legal details and viral marketing elements to your eBook.

The Legal Page outlines exactly what the reader can and cannot do with your eBook. It will include your copyright information, disclaimers and exactly what readers can and cannot do to market your eBook.

Your marketing pages should contain several strategic elements specifically designed to increase the viral spread and the amount of traffic generated.

Include an offer for free updates via email, a page that explains why and how to brand the eBook, and a page giving a second viral eBook as an unadvertised bonus. Also add a few lines under the title of each chapter with a link and compelling reason to visit your site.

Finally, add a table of contents before your content and a 1 page sales letter to the end encouraging people to take the specific action you decided on in step 1.

Outline of Pages to Include in Your Viral eBook:

- ✓ Cover Page
- ✓ Free Updates Page
- ✓ Branding Page
- ✓ Unadvertised Bonuses Page
- ✓ Legal Page
- ✓ Table of Contents
- ✓ Content Pages
- ✓ Sale Letter Page

STEP 8: Create the final eBook

Now that we have the pages of our eBook complete we need to put it into final form. First decided if you want to create a PDF or an "exe" style eBook.

PDF style eBooks are usually perceived to be of a higher quality and can be read by anyone including Mac and Linux users. The "exe" style eBooks can

only be read by MS Windows users, but that's more than 90% of all internet users, and they do offer a few advanced features that PDF eBooks do not.

To create "exe" eBooks you will need compiler software. I recommend these two compilers:

<http://eBookCreator.TrafficologyResources.com>

<http://eBookGenerator.TrafficologyResources.com>

To create viral PDF eBooks, you'll need both PDF creation software such as Adobe Acrobat and another program to give it special viral features such as:
<http://ViralPDF.TrafficologyResources.com>

To encourage the spread of your eBook, you should provide readers with the ability to change the links to an affiliate link where they earn a commission.

This is called "branding" and is done with a branding tool.

All 3 tools I recommended create Brandable eBooks.

You can find everything you need to create an "exe" or PDF eBook for free just by searching Google. For an extra \$50-\$75 you also can get the software to create your Brandable PDF or "exe" files.

STEP 9: Create Marketing Tools and Training

If you want your viral partners to spread your eBook, then you need to support them just like you'd support any other affiliate. Provide pre-written email copy, text ads, banner ads, product reviews, articles and so on. Give partners everything they need to succeed, even a page they can immediately add on their site.

In addition to tools, you should also provide simple, step-by-step instructions on everything a beginner would need to know to pass on your viral eBook.

Many people will not understand the first thing about eBooks, so make everything extremely easy and provide the answer to every possible question in advance. Anytime a partner has a question it, will slow the spread of your

eBook. Any questions that go unanswered will prevent it from spreading any further.

Finally, give your viral partners a clearly defined plan of action. Many people shower their affiliates great tools, but no direction. Your viral partner's primary tool is the eBook itself. Providing a clear set of simple

1-2-3 style instructions will make a huge difference:
(1) Read-it; (2) Brand-it; (3) Give-it to someone else.

STEP 10: Launch Your Traffic Virus

Once everything is ready for publication, it's time to start spreading the virus. This step is called "seeding".

Sow your eBook "seed" into fertile ground, and you'll reap a bountiful harvest of profitable website visitors.

The most fertile ground for your viral eBooks are people in your niche with large email lists or websites with a large amount of traffic. These are the same people we discussed last month as super affiliates.

You can use the exact same affiliate recruiting tactics to quickly build a huge list of powerful viral partners.

The more partners you have when first launching your traffic virus, the sooner it will reach a "critical mass".

That is the point where your virus begins to rapidly grow, and your message starts spreading on its own.

The key to reaching a critical mass is creating a viral eBook people want to share and launching it to as many viral partners as possible. Therefore, as you create more and more eBooks make it a priority to also build a list of contacts and partners who want to be notified whenever you have a new viral eBook ready.

After you've notified your viral partners, then offer it to your other contacts, affiliates, and list members; post it on your website, your blog, and add it to

your email signature file. Other ways to disseminate your viral eBook are to post it in free eBook directories, zip it and post it in free software download sites, write a brief article and post it in free article directories or use an article dissemination service, contact sites that give away other eBooks, upload it to file sharing programs, and post excerpts on related blogs or message boards.

That's how you can create a free viral eBook that will generate a constant flow of highly-targeted traffic.

More Viral Traffic Techniques

Creating free viral eBooks may be the quickest, easiest way for just about anyone to create a powerful traffic virus, but there are several other effective techniques.

Everything from a small tweak of your site to a new product will create digital word-of-mouth advertising if you apply the viral fundamentals we discussed.

Write a Report with Reprint & Resell Rights

Instead of writing a free viral eBook that anyone can just give away, create an in-depth report people will gladly pay \$100 for. Then give it to all your viral partners and let them sell it for no less than \$19.97.

Now, anyone who owns a copy has a ready made product to sell, and they can keep 100% of the profit.

Why charge and not give it away for free? Because your goal is to get the eBook into the hands of as many readers as possible. Your viral partners will have a greater incentive to aggressively promote your report if they make 100% of the sale price up front.

But, you can't just take your free viral eBook and slap a \$20 price tag on it. Information will only become viral if it significantly over-delivers. Your free eBook may be great for something you give away, but raising the price also raises expectations. You can't give \$20 worth of information and expect

people to be raving fans. It will take 5-10 times the value.

Give them a \$100 -\$200 eBook for \$20 and they'll be impressed.

To create a valuable paid viral eBook again use Jimmy D. Brown's "useful, but incomplete" philosophy...just bulk it up to about 50 pages of top-quality content. To do this write 5-7 individual chapters each based on the viral model we previously outlined. Each chapter has a specific action, a viral topic and a headline.

Paid viral eBooks not only spread significantly faster than free eBooks, they also generate more revenue.

Partners do make an extra \$20 up-front, but the real money comes from your backend sales. Including 5-7 chapters creates the opportunity to promote 5-7 products. Each chapter must provide valuable, useful information. It should also lead readers to the logical next step of purchasing the product you recommend.

Plus if you make your paid eBook Brandable you'll have a great tool to promote your affiliate program.

Add a Tell-a-Friend Script to Your Site

Have great content on your site? Give visitors the opportunity to quickly tell other people about it.

These programs send a pre-written message about your site from the visitor to a few people they know.

With a little creativity they can produce a phenomenal amount of high-quality traffic. Here's a free script to use:

<http://TellaFriend.TrafficologyResources.com>

Create Viral Video's

Jokes and funny videos are extremely popular online.

Create a video related to your niche that teaches a great lesson or is very funny. Then just apply the viral fundamentals, and it'll get passed around very quickly.

Create Viral Tools (Products and Services)

The ideal traffic virus is one that passes on your marketing message from person to person while they are using it to perform their normal daily tasks.

The classic example is hotmail. When people use hotmail they are also sending an advertisement for hotmail.

The users don't think about spreading the virus, they just use the product & the virus spreads automatically.

Offer a Viral Product as an Unadvertised Bonus

First create a free or paid viral eBook. Then contact people in your niche, and allow them to give your viral eBook away to anyone who signs up for their list or purchases their product. This will increase their conversion rate and will quickly get your eBook in to the hands of a lot of people. Very soon it will begin to spread on its own and generate new traffic and sales.

Conclusion

Viral Marketing is the ultimate free web traffic technique. I have never seen a better way to create a steady-flow of highly-targeted visitors automatically.

There are so many great ways to create viral traffic, I could not include them all. Get started by learning the fundamentals and releasing your viral eBooks. Then you'll soon discover many new ways to create digital word-of-mouth advertising.

Got a great viral idea? Let me know and enter to win \$100
<http://www.trafficology.com/idea.html>