# The Ugly Truth About Viral Marketing On The Internet

By Ernest O'Dell – Guerrilla Internet Marketing

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## You Have 8,932 New Subscribers Today!

How would you like to receive an email like that?

Wouldn't it just make your day?

Sadly, life doesn't work that way, does it?

Most of the time you struggle for months and years and you might get lucky and build a list of two or three hundred... after, let's say, 5 years.

And then it falls apart.

**Why?**

Because after about 3 to 5 years, most of your subscribers have changed email addresses—or they've moved to another part of the country—and dropped off the face of the earth.

Now, you're back to "square one" as they say.

So, how do you keep people from "falling off the wagon?"

**This is the "ugly" part of 'viral marketing' on the Internet.**

After a while... the virus dies.  Why does it die?  Because it doesn't have a "host" to 'feed' on (you), or your subscribers.

Why does the virus not have a "host" body to feed on?

Because, either the host died... or it moved.

That's the simple, ugly truth about viral marketing on the Internet.

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Oh, no!  Don't give up yet!  It gets uglier...

Sorry... I couldn't resist being bluntly honest here.  But, it's not pretty.

Hey!  Don't blame me!  YOU wanted to know!

**So, what do you do?**

You build in some way to make your subscribers WANT to stay "connected" to you.  You want them to stay subscribed to your newsletter, but you have to give them a reason.

What reason would that be?

Well, for one, you have to provide them with value.  If they don't see your articles, your newsletters or your information as "valuable," then they're going to unsubscribe from you anyway... LONG before they move or change email addresses.

If the content you're providing in your articles isn't worth the proverbial "paper it's written on" then you might as well chalk it up, dude!

You're history!

Or, as some of my more famous friends would say, "*Tu est histoire, mon ami!*"  *(Just in case you don't speak French, I just repeated myself.)*

Now, if you're not a writer—or a "copy writer"—you're probably wondering what this has to do with you.  And if you can't write, or don't like to write, then you're going to ask, "What does this article have to do with me?"

Let me clue you in on something here, Burt... (Burt is my "imaginary" friend)...

**...it has EVERYTHING to do with you!**

If you're running some sort of business, whether it's "brick and mortar," whether it's on-line or off-line—it doesn't matter—this article has everything in the world to do with your survival.

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All you have to do is pay attention and read.

## If you can't write worth a damn, then get someone who can!

If your spelling, syntax, grammar and punctuation sucks, then hire someone who is a proven copy writer.

## What do copy writers do?

They write "ad copy," sales copy, articles, newsletters, Press Releases, Op-Ed's for publications...

...they write a host of things you can only imagine.

Do they get paid well?

Yes, they do.

Do they charge a lot of money for their services?

Some do, some don't.  It's all "relative" to how much you want to pay, and how much money you want to make with your marketing campaigns.

**My rule of thumb is this:**

## Don't hire the first "copy writer" that comes along!

Okay.  Let me clarify that: if the first guy (or girl) that comes along has an excellent resume, with references from other copy writers (authors, writers, etc.) and names well known in the industry, you could probably safely go ahead and choose them... if they were the first one to come along.

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**BUT...** there's only one problem with this equation...

...can you afford them?

Aha!  That's the clincher!

If it comes down to "price" then you think you're going to force them into "selling" themselves.

Wrong!

If you came to them first, then they can probably do without your business.  They're busier than a mosquito at an evening barbeque in the Texas Hill Country.

If they came to you, then they're probably "hungry" and not really what you want for your job.  Either way, you're stuck...

**How do I know this?**

Because if they came to you looking for work, you have to ask yourself, "Why are they looking for work?"

If you came to them, and they're busier than hell, then they probably can't take on your project anyway, and you're stuck with someone who might not be as good as the guy you can't afford anyway.

Okay.

Let's get pricing out of the way.

You can probably get the high priced buy to come down if you negotiate the deal and make it sweeter for him or her.  You might have to give up some profits or recurring royalties, but you might get them to take on your work.

If you don't, then you're going to go to "Plan B" and talk to Simon Wannabe and see if he'll do the work for you.  Then you're going to want to see some "proof" that he's as good he says he is.

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If Joe Super Copy Writer charges you $30 a word for his ad copy, it might seem relatively cheap until you figure a 500 word article—which is on average, a one page (or at most) a two page article—is going to cost you a cool $15,000!

**Wow!  Fifteen thousand frickin' dollars?  You gotta be kidding me!!!**

Well, calm down now.  Let's do some more math.

Let's say you talk to Simon Wannabe and he only charges $5 a word. Instead of paying out $15,000 dollars for a 500 word article (or sales page) —this time it's only going to cost a mere $2,500.

**That's still a lot of money.**  Twenty five hundred bucks isn't nothing to sneeze at.

Then you've got to go about setting up a NDA (Non Disclosure Agreement) and putting some money into escrow for the contract.

Oh?  You didn't know about escrow and NDA's?

Escrow simply means that you put up some money to affirm a contract, and you do it with a third party, usually an escrow manager, a bank, or some other entity.

And what about Non Disclosure Agreements?

Let's not get too technical right now.  For now, let's just stick with the basics.  We'll get to NDA's a escrow later.

For now, let's get back to Simon Wannabe's qualifications and pricing.

**How is he going to get results for you?**

That should be your first question.

And then you want to see if he has done anything successful in the past.

Does he have any samples that he can send you?

Does Simon have an infrastructure—or a membership (subscriber) list— that can provide you the results you want?

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Just because he might have a large list of subscribers doesn't mean that his "people" will fit into your market demographics.

**Let me explain...**

If you're selling dog accessories like collars, doggie sweaters, etc., to dog owners, and Simon's subscribers are "opportunity seekers" —your marketing campaign is not going to work with Simon's list.

Why?

Wrong marketing campaign matched up with the wrong demographic list profile.

**Let's look at another example:**

Let's say we have a guy who has a large group of subscribers to a real estate list, and this list is specializing in "short sales."  Well, if you don't know anything about foreclosures and short sales, this list isn't going to do you any good.

And if you're selling doggie accessories to a bunch of real estate agents, they're going to wonder what the hell happened to their list manager and why they're getting your crap in their Inbox!

See what I mean?

Okay... let's look at another example and then move on.

Let's say you've found a list manager that has a large list of Assistant Canine owners.  You know, those dogs that wear special saddles with grips and leashes on them for the handicapped?  These dogs are called "service dogs" because they do a service for their owners.

Now, these owners might be interested in something you have to offer if it's related to dogs.  It doesn't necessarily have to be anything associated specifically to service dogs, it can just be generally associated with dogs.  It might be dog food, doggie treats, snow boots for dogs *(yes, they actually make snow boots for dogs)*.

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It might be a specialty item that you have come across that fits into the specialty niche for service dogs, like treadmills especially equipped for canines. Even service dogs have to have exercise.

What about doggie breath? Do you have something that would freshen up your dog's breath? Like a "Doggie Breath Freshener?" Sort of like a Binaca for dogs?

What about a spray foam that deodorizes and cleans a dog without the fuss of getting them wet? Sort of like a spray-on shampoo that can be brushed into the nap of the dog's hair and then brushed out when it dries?

Okay. That's just an example. I'm not trying to convince you into getting into the service dog products industry. I'm just using it as an example of marketing to the "right" lists.

The final analysis is this: if you market to the wrong list, you're not going to make any money.

**PERIOD!**

It doesn't matter how big Simon's list is. Size isn't the issue here: it's what can you do with the list?

And, another thing to consider: If Simon can't adjust his writing style to fit your market, you're also in a lot of trouble.

You see... the copy writer you hire has to be able to "switch gears" and write for virtually ANY industry. Give him enough information and he can write good ad copy for you, no matter what you're marketing and selling.

If you're new to this business of Internet Marketing and "joint ventures" and you don't know all the "right" questions to ask in an interview (and that's exactly what it is), you're going to get toasted quick.

Faster than a Texas coyote can eat a bag of Cheetos!

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And don't get into these third party list builders.

I know, I know... it's a great way to get started if you want to get your feet wet, but why in the hell do you want to wasted another 3 to 5 years with wet feet and no money?  And no market?  And no foreseeable future?

## Build Your Own Damn List!

Okay!  Did I make myself clear enough?

I know, I've recommended third party list builders (TPLB's) before.  Back when I didn't know what the hell I was doing, and I was duped into using them, it took me awhile to figure out that I didn't OWN the list!

I didn't know who the subscribers were, I didn't know their email addresses, and I couldn't email them whenever I wanted to...

**Now, there's something to OWNING the list:**

If you own the list, you have control over what they receive and how often they receive it.

Simple enough?

Okay, let's move on.

So, how do you build a list?  For that matter, once you build the list, how do you own it?

Okay... fair question.

Build your list with an autoresponder system that has code you can plug in to your web site, and then you can do whatever you want with the list.  You can export it to another system that has pre-formatted templates or messages; or you can use the list from within the system you used to build it with.

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**For example:**

I use Mailloop from the Internet Marketing Center.  Corey Rudl and his team developed it back about 10 or 15 years ago, and have continued to keep it upgraded through the years.  Before Corey got killed in a racing accident, he had built his business to over 40 million dollars a year with Mailloop.

He knew the value of—not only building a database of subscribers, also known as "the list" —but he also knew the value of controlling, or *owning*, the list and how it could be monetized.

You will need to do the same thing.

Once you have your list built, you need to have your subscribers categorized by what market segment they are in.  You can do that with Mailloop where you can't do that with very many other systems.

Sure, you can probably get into something cheap, even one of the major brand name autoresponders, but you want to make sure they have some flexibility in how you can manage your data.  You don't want to get into something that has your lists spread out all over "Kingdom Come."   Having your lists in several different, disparate databases becomes unmanageable and difficult to run your campaigns.

Mailloop and a few others like it have advantages where you can capture ALL your subscribers into one database, then "tag" them with different properties to identify which campaigns they go out on.

Any software that you choose to use is going to be tax deductible if you use it for business purposes, so check with your tax preparer or accountant to see how that fits into your business model.

Also there will be some minimum system requirements like:

- Computer running 24/7
- Internet Service Provider (ISP) for sending and receiving mail that allows unlimited outbound email
- At least one e-mail account on a POP3 server (IMAP not supported)
- Cable or DSL High-Speed Broadband Internet Connection required

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That's just a few items.  You can read a free report that explains more how Mailloop makes your business run smoother by **clicking here**.

**Here's just a few things you can do with Mailloop 7.0 that you can't do with the others:**

- This all-new version has super-charged functionality and an improved, easy-to-use interface
- You don't need to be a programmer to understand and use it
- You can save an unlimited amount of information about each new subscriber
- You can use an unlimited number of customized autoresponders
- You can build your list from zero to 1,000s of opt-in subscribers
- You can manage and reduce your "bounce backs"
- You can use a "confirmed opt-in system" that can be turned on and off (I highly recommend using a "double opt in" or "confirmed" opt-in system)
- You can manage an unlimited number of lists AT NO EXTRA COST
- You can send yourself "test" messages from multiple "test accounts" —whenever you wish
- You can automatically distribute all of your eBooks and registration codes to prevent people from pirating your intellectual property
- You can also process your "subscribes" and "unsubscribes" in "real-time"

**... and this is just the tip of the iceberg!**

Mailloop 7.0 software is delivered via electronic download, so that you can start using it within minutes of completing your order. Within 5 minutes of completing your order, you will ALSO receive download instructions for over $1,127.00 worth of FREE bonuses!  You can **click here** to read their report and what all they give you as bonuses.

**How much does Maillop 7.0 cost?** $379 USD.  And you'll make that back in no time with a good product offering to your list.

Using Mailloop along with Instant Sales System and TeleCenter makes for not only a "double team" but a "triple play" knock out power-punch for your business.

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Nobody will be able to compete with you when you have all three of these technologies working for you.

Why Did I Just Tell You To Triple-Team Your Lists?

By putting three systems to work for you, you've got all your bases "covered."

**Let me explain:**

Picture a milk stool, or a chair in your kitchen. If it only had one leg on it, you couldn't depend on it to stand up by itself, could you? If it had two legs on it, the chair would still fall over if you took your hands off of it.

But if you had at least three legs on the chair (or stool) then it would stand up by itself!

That's what you want to do with your automated mail and autoresponder systems. You want to have all your bases covered so that nobody, absolutely NOBODY falls through the cracks and gets away from you.

## A window of opportunity on the Internet is about to be closed forever ...

The single most lucrative and powerful form of marketing online is about to be closed off to the world and those who don't take advantage of it NOW will be at a serious disadvantage.

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Before I explain, here's some background:

> Almost every Internet Marketing expert will agree: the most powerful form of marketing on the Internet is email marketing to a loyal list of newsletter subscribers. But, beyond email marketing, what—and how—are you going to maximize your business with those lists?
>
> Even Mark Joyner, Joe Vitale, Mike Chen, Mike Filsaime will tell you that over 80% of the millions of dollars they have made online was from newsletter marketing.

## "Easy for you to say, but I don't have a list!"

> Exactly...
>
> The problem is, how do you get people to subscribe to your newsletter? These guys have millions of subscribers to their newsletters and having those lists is just one of the major factors to their success.
>
> **How did they do it?**
>
> Having the ear of millions of people is a pretty amazing accomplishment all by itself. But as with anything, all these guys, including myself, must have—at some point—started with zero subscribers... just like you.

## The Real Secret is Revealed

> When you do your research about these guys, you'll find that they openly admit using *viral marketing* to build their lists.
>
> **There's more to it than that, though...**
>
> Viral Marketing is where your marketing message spreads like a virus, from person to person. If you think about it, it's a pretty amazing concept. If your customers spread the good word about your business for you, and those new customers spread the good word, and so on and so on... what would happen?

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Well, you'd have millions of customers and you wouldn't be spending a single dime on advertising! It's called "word of mouth advertising" and it's the oldest form of advertising in the world.

**Those are just the basics, though...**

The concept of viral marketing is no more than "word of mouth" advertising. It's not really all that big a revelation these days. Just about everyone throws around the phrase "viral marketing" in the same tone they would use to order a cheeseburger.

**But how many people do you know that are doing it well?**

## The Dirty, Ugly Truth About Viral Marketing Will Shock You!

**The real truth about viral marketing will undoubtedly leave you a little pissed that you've been misled so long:**

**1. Most Viral Marketing Systems are Total, Miserable Failures**

Look: you know it and I know it. You've probably already tried a few, and whether you understood how they worked or not, they let you down. They didn't work. End of analysis.

That's right. Look at how many viral marketing sites are out there. If you use any common traffic-ranking services you'll find that most of these bozos can't even get very many visitors to their own sites.

Where in the hell do they get off trying to sell you a solution when *THEY CAN'T EVEN GET TRAFFIC?*

Huh?

I challenge you to check out their traffic rank with Google or Alexa and see where they rank. If they're not ranking well, that should tell you something...

*...they're NOT GETTING TRAFFIC!*

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**2. Viral Marketing is NOT as Simple as These Bozos Make It Out To Be!**

We've studied the most effective viral marketing systems ever created and we've cracked the code. I'm not going to guarantee that you'll "get it" and understand the concept of *Triple Team*, but once you learn it, you can let it run on auto-pilot while you get your life back.

Why do I say "get your life back?" Because if anybody tells you that this is the easiest thing in the world to do... well, they're lying to you. The "learning curve" is NOT that easy, and you have to pay your dues.

Now, it's up to you: you can do this over the next few hours, days, weeks or months. Or, if you're like me (and I'm not the "brightest bulb in the marqee") it might take you a few years to figure it out.

It all depends on how much time and attention you put into it. Once you "buckle down" and get serious about learning how to make this strategy work for you, you could literally be "up and running" in just a few hours of study.

Using this "guerrilla" strategy will practically guarantee that you have the most powerful viral marketing system working for you. But anybody who has been in this business will tell you, if they're honest, that you can't "do it all" with just one system or tactic.

You've got to have at least three of your bases covered in baseball to play the game: first, second and third base. Actually, you've got to have four bases covered: you have to have "home base" covered, too. But we'll cover that later.

**3. You Don't Have to Re-Invent The Wheel and Create a System Yourself!**

Before we started creating and using our own viral marketing strategies, we were using the systems of others to build our massive lists. After a while, though, we realized we could do a better job, so we started creating our own.

I started off just like all other novices, using TPLB's (Third Party List Builders), not knowing what was available.

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Now, all I'm going to do is shorten the process for you, so you don't have to spend days, weeks, months and years learning this process.

You can learn it in the short space of time it takes to read this report.

## 4. Viral Marketing as You Know It Will Cease Working!

When? I don't know. But with the advent of web 2.0 and social networking, the whole landscape of the Internet has changed. It's evolved into this unruly monster with billions of people online, and with several hundred million just in the United States alone.

**Take Facebook for instance:** Facebook has over 400 million subscribers, and it didn't cost them anything to sign up. Almost all of them are trying to sell you something, but I'll leave it to another book to learn how to deal with that. I just want to show you what you're up against.

It's been predicted that those who do not build email lists **now** will not be able to at the same rate in the future. If you don't build your list now, you **WILL** miss the boat. The entire face of list-building will change and tactics like this won't work anymore. That's why it's vitally important that you take advantage of this extremely lucrative form of list-building while you still can.

Getting a free account on **Facebook** won't cost you anything, and if you already have an account there, then you better start learning how to use it to your advantage. Start building relationships with connections, and signing up "friends" into your network.

Join some groups in your business specialty and learn how they're using these groups to their advantage. Once you max out the 5,000 limit of friends, you can also start a "fan page" or you can go ahead and start one from the very beginning.

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Why start a Fan Page on Facebook?

Because there's no 5,000 friends limit on Fan Pages.

Not only that, but can you imagine what it would be like if you had a team of other website owners building your list for you as well?  What if you had thousands of webmasters building your list for you?

This is just some of the possibilities you can realize with building a network of friends on Facebook.

There's all sorts of tools and API's that you can use to "hook" into your **Facebook** account.

You can also set up a free account with Twitter and SocialOomph.com.  Just about everybody has heard of Twitter, but SocialOomph is one of those apps that automates your Twitter follows/unfollows and even distributes scheduled tweets for you.  You can even put in "rotating" tweets with different URLs if you're promoting more than one thing at a time.

Myself, basically, I just invite people to "hook up" with me on **Facebook** then I take it from there.  Once I have built a relationship with people first, I tend to find it easier getting into more joint ventures with people.

**What About Using ListFire, Opt-In Boom, and Profit Rally?**

These all have their place in the scheme of things.  If you're initially marketing to webmasters, that's okay.  If you're trying to target a more specific market, then it's "hit and miss."

I like to call some of these systems my "Cheeseburger" systems because they come out on an assembly line like cheeseburgers at McDonalds, and they pretty much appeal to a very large market segment: webmasters and ezine editors just being a couple of examples of that segment.

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Opportunity seekers, or someone looking for a home based business? Nah! Not so much. Depending on what you were offering, and the strength of your ad copy, it would be one of those "hit and miss" issues I mentioned above.

## Instant Sales Systems Builds Loyal and Motivated Customers and Prospects

Instant Sales Systems (ISS) was originally built for the real estate industry, but it can also be used for any business, whether it's a "brick and mortar" or online business. ISS can also be used whether you have a web site or not.

**Here are just a few of the things you can use in the "second leg" of your Triple Team strategy:**

Instant Sales System

- Uses the power of fly-in lead capture forms—WITH VIDEO— advertising that you can't ignore
- Utilizes special events such as holidays, anniversaries and birthdays to build relationships with your subscribers
- Builds thousands of loyal subscribers who will recommend you to their friends and family—passively!
- The more you use it—the more powerful it becomes. As the number of subscribers increases in your lists, your business will get more exposure and grow at a faster rate.
- Is jam-packed with hundreds of pre-programmed email templates that you can use right off the bat!
- Is more powerful than any other list building tool on the planet— guaranteed!

## How Does It Work?

Click here to read Instant Sales Systems informative report (it's too much to include here in this report).

Using the Instant Sales System in tandem with Mailloop and TeleCenter will give you certain dominating advantages over others who use only one or two strategies. TeleCenter will do more than just coordinate and unify your telecommunications: it will turn your business into a cash cow!

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With the face of the Internet changing almost every day, and the fight for survival in the search engines, you need more than one venue to control how you come up on search engines.

**Here's a challenge:** do a search on my name "Ernest O'Dell" or "Ernest Odell" (with or without the apostrophe) and without the quotation marks.

**Here's another challenge:** do a search on "Guerrilla Internet Marketing" and see how many links you find on me and my blogs, ezines and articles.

Or, better yet, just click on these three links below to do an automated on the parameters I just gave you:

Ernest O'Dell - Results 1 - 10 of about 270,000 for Ernest O'Dell. (0.27 seconds)

Ernest O'Dell - Results 1 - 10 of about 3,110,000 for Ernest Odell. (0.39 seconds)

Guerrilla Internet Marketing - Results 1 - 10 of about 693,000 for Guerilla Internet Marketing. (0.37 seconds)

The first listing for Guerrilla Internet Marketing at http://www.guerrillainternetmarketing.com/ is not my site, but if you "drill down" the term "Guerrilla Internet Marketing" along with my name, you're bound to find more listings.

Pretty impressive, huh?

Doing a raw, organic search on Google, or any other search engine, can produce a lot of variables.  But it's still impressive when you think about it.

Now, the question is...

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## How Do You Get All That Traffic and Ranking?

Initially, you get all that traffic and ranking through some old fashioned "hard work" and tenacity (that's a fancy word for "*stick-to-it-iveness*"). You'll need to put in a few hours each week on getting your articles and newsletters into the distribution channels on the Internet.

**Why do I mention articles and newsletters?**

Because, whether you write them or have them out-sourced, article marketing is the most efficient way to get exposure on the Internet. With the click of one button, you can sometimes reach a market of several million subscribers on other ezine channels. There's just no way you can advertise that cheap... not at today's rates for Pay-per-Click and other venues.

There are tons of article marketing software programs that you can find on the Internet if you want to do this yourself. And, by all means, if you can effectively write good articles, news releases, and ad copy, then I say "go for it!" Otherwise, if your literary skills scare the daylights out of your English teacher, then get your articles outsourced with someone who knows what they're doing. It will be money well spent, I can assure you.

If you want to try your hand at submitting your own articles, you can [check out this list](#) of article submitters and try them out. They all come with a money back guarantee and I use all of them for a variety of venues.

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P.S.  Stay tuned for more!  I have some follow up books, one which will tell you all the dirty little secrets that Internet Marketers are using on you every day!  Join the group and the above mentioned lists, and I'll send you the links to the books!

Ernest O'Dell is the President and CEO of Questar TeleCommunications and Guerrilla Internet Marketing. His company, founded in 1982, is a leading provider in research and implementaion of Unified Communications and Messaging for the real estate and insurance industries. Many of his web sites and blogs continue to get millions of visitors each month.

To read some of Mr. O'Dell's other presentations and white papers, visit the links below:
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