# VIRAL TRAFFIC GENIUS

## Harness The Power Of Viral Marketing To Skyrocket Your Website Traffic

Brought To You Courtesy Of:

*Allen Payne*
www.IMPho.com

# Legal Notice:

All contents copyright © by *Allen Payne.* All rights reserved. No part of this document or accompanying files may be reproduced or transmitted in any form, electronic or otherwise, by any means without the prior written permission of the publisher.

This ebook is presented to you for informational purposes only and is not a substitution for any professional advice. The contents herein are based on the views and opinions of the author and all associated contributors.

While every effort has been made by the author and all associated contributors to present accurate and up to date information within this document, it is apparent technologies rapidly change. Therefore, the author and all associated contributors reserve the right to update the contents and information provided herein as these changes progress. The author and/or all associated contributors take no responsibility for any errors or omissions if such discrepancies exist within this document.

The author and all other contributors accept no responsibility for any consequential actions taken, whether monetary, legal, or otherwise, by any and all readers of the materials provided. It is the readers sole responsibility to seek professional advice before taking any action on their part.

Readers results will vary based on their skill level and individual perception of the contents herein, and thusly no guarantees, monetarily or otherwise, can be made accurately. Therefore, no guarantees are made.

## Terms for this report:

[YES] Can be resold
[YES] Can be given away
[YES] Can be packaged
[YES] Can be offered as a bonus
[YES] Can be added to paid membership sites
[YES] Can be added to free membership sites
[NO] Can claim original copyright of the package or content
[NO] Can sell private label rights or master resell rights
[NO] Can be used for product creation
[NO] Can be used as web content, e-Course or auto-responder
[NO] Can be broken down into smaller articles
[NO] Can be edited, revised or modified in any way

# INTRODUCTION

In the world of internet marketing, there is one thing that everyone needs to become successful and that is traffic. Without traffic, you will not gain subscribers to your mailing list, make sales for your products, get Adsense clicks or anything else you wish to achieve from your website. If you want to make money from your website then you must have traffic and that is why this ebook will benefit you greatly.

The amount of traffic that your internet marketing website generates has a direct impact on how much success your business will have. Without traffic, you have no business and certainly no income coming in. Despite what many believe, there are several ways that you can generate traffic to your website with zero(or minimal) investment.

If you follow the steps outlined in this ebook, you should see a large increase in the amount of traffic you get to your website.

The most important part of online marketing is TAKING ACTION. If you can take massive action towards achieving your goals, then without a doubt you will achieve those goals much, much faster.

# WHAT IS VIRAL MARKETING?

Viral marketing is one of the very best kept secrets in online marketing. The best way to think about it is just like a virus spreading. All the small actions that people take online combine to create a much larger, unstoppable force as your information gets passed around the Internet.

The effect can happen via emails, forum comments, blog comments, word of mouth, social networking sites, articles, and so on. There are literally hundreds of ways to spread your viral marketing message.

Viral marketing can generate huge quantities of traffic to your website very quickly, and it is almost impossible to stop once it gets started.

This means that a constant stream of traffic will flow to the website you create the viral marketing promotion around.

# WHAT IS VIRAL TRAFFIC GENIUS?

Viral Traffic Genius is a new viral traffic generation strategy with a very unique approach. As far as I know I was the only one using it this way, until now.

This method is a simple and very clever marketing strategy which involves giveaways and viral marketing and can be applied to almost any niche.

# HOW DOES IT WORK?

This method revolves around giveaways. Basically you will provide to your visitors products that are highly relevant to your niche for which you have the rights to share.

The basic concept involves adding a new section to your website, where you will provide freebies to your visitors, every day, week or month.

Basically, you will add a new product every day/week/month that your visitors will be able to download.

The unique twist here is requiring a **"payment"** from your visitors before they can download the freebie.

When I say payment, i don't mean cash or anything financially related. What I mean actually involves taking advantage of 2 very powerful social tools that are available for free online.

The first tool practically gives your visitors the opportunity to download your daily/weekly/monthly giveaways for free, by "paying" with a Facebook post or a Tweet.

The second one, creates a special link for every visitor that comes to your site, and in order to download the freebie, he needs to bring an x amount of people to your page for the download link to be revealed.Once they "pay" or refer the required amount of people, they will be able to download the freebie.

In this guide, I am going to present to you several different techniques, based on this concept, that you can use to drive massive amounts of traffic to your website.

# WHAT DO YOU NEED TO GET STARTED?

There are several resources you need to get started with the following techniques. Here they are:

**1. You need to have an already established website.** The traffic techniques i'm about to reveal in this guide work best if you already have a website in place.

If you don't have a website yet but you plan to create one in the near future, then this guide will take care of a very big part of the traffic problem that you'll have when you'll start promoting it.

**2. You need to have some freebies to offer to your visitors or a place where you can get them from.** First, let me give you some ideas of the type of products that you can use:

- Your Own Products
- PLR Products or Products with Giveaway Rights.
- Any other kind of freebie that you can think of and is relevant to your niche.

If you don't have any products created by you, then you should go with PLR. You can find PLR products created for almost any niche. You need to find the ones that are relevant to your niche, which shouldn't be that hard because most of the following PLR resources presented in this guide, have a separate category for every niche.

I use my PLR products for most of my websites, except 2 of them where I provide freebies created by me.

Here's are a few PLR sites that I personally use to find different freebies every day. Some are free and some are paid. These are the sites I use as well.

http://www.masterresellrights.com (highly recommended)
http://www.master-resale-rights.com/
http://www.plr365.com/
http://www.plrebookclub.com/
http://www.plrwholesaler.com/
http://www.exclusiveniche.com/
http://www.plrsifu.com/
http://www.plr-mrr-products.com/
http://www.theplrmart.com/
http://www.plrebooksreseller.com/
http://www.thewholesaleplrstore.com/

If you still can't find PLR products for your niche on the sites above, then do a search on google with the following phrase:

| Free PLR + Your Niche |
|---|

For example:

| Free PLR + Weight Loss |
|---|
| OR |
| Free PLR + Dog Training |

You should find lots of them this way.

**3. You need to use at least one of the sites that offer the first social tool I was talking about above.** Here are 2 sites that I use:

a) CloudFlood.com

b) [Estago.com](Estago.com)



## 4. You need the Viral Script.

You can download the script by clicking on the link below:

[=> CLICK HERE TO DOWNLOAD](=> CLICK HERE TO DOWNLOAD)

Alright. Now that you have a clear idea of how it works and you know exactly what you need, it's time to get started with the viral traffic generation techniques.

# TECHNIQUE #1

## GIVEWAY OF THE DAY/WEEK/MONTH

This is the technique I use on several websites I own and it helped me increase my site traffic by 1000+% in just a few weeks.

Basically, I created a section on my sites, called Giveaway Of The Day/Week or Month, depending on the niche. Every week I post in this section 1 freebie, that my visitors can download after they pay with a Facebook post or a Tweet.

Enough with the theory, just take a look at the live example on my website below:

[http://www.IMPho.com](http://www.IMPho.com) (no longer available as the site was completely redesigned)

You can test it to see for yourself how it works. Just click the "payment" button on my site and follow the steps.

Only "Pay" With A Facebook Post Or A Tweet...

PAY WITH A TWEET OR FACEBOOK
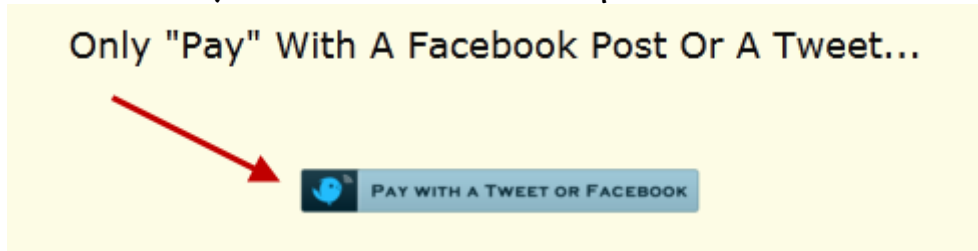
As you can see, my site is a membership site and the freebie I post every week , is actually just a sample of what my visitors get if they become paid members.

What you can do, regardless of the niche you're into is to set up a similar section on your site, where you will provide a niche-related freebie every day/week/month and require your visitors to pay with a Facebook post or a Tweet in order to download it.

What does this mean to you?

- You will keep your visitors happy(they get something of value for free)
- These visitors will keep returning to your site.
- They become aware of what your site is about and your products or offer.
- You get new unique visitors every day.
- Your traffic amounts will continue to grow thanks to the amazing power of viral marketing.

Now you may think…What makes me so sure that people with "pay" with a Facebook post or a Tweet to download your freebies?

Let me explain... Marketers have used giveaways for years to grow their list, establish a relationship with their subscribers, let people know about their products etc. But how do they usually give away the freebies?

They usually post them on forums for others to download it, give them away to their list, they post them on web directories, they offer them to their customers etc... People get bombarded with offers like that every day and most of them ignore these offers completely.

What I've done here is completely different with a unique approach that is very powerful and extremely effective. This is not just a one-time offer like most giveaways are.

I made the whole giveaway feature a part of my websites, that my visitors can access to download a new freebie every day/week/month.  This makes them happy so they will keep returning to my site and it helps me to bring massive amounts of traffic and make a lot more sales.

Now let me guide you step-by-step on implementing this technique:

<span style="color:red">**Step 1.**</span> **Find one freebie related to you niche.**

You can find one by going to the PLR sites that I've listed above or by searching on Google the following phrase:

| |
|---|
| "Free PLR + Your Niche". |

Once you find one, download and put it in a folder on your hard drive. (you can rename the folder "Giveaway "or smth like that).

Next, go to Fileden.com and create an account.



FileDen is a great file hosting website that offers hot-linking. That means that they give you a direct download link for every file you upload(for free).

Once you've signed up with FileDen, upload the freebie to your account and save the download link in a .txt file on your desktop. You will need it later. Now you can proceed to the next step.

<span style="color:red">**Step 2.**</span> **Go to CloudFlood or Estago**

These 2 sites are the ones that offer the social tool I was talking about above and you need choose the one you want to use. I personally use CloudFlood.com because it's easier to use and i can use my own payment button.

You can see it on my site here.

Follow the step-by-step guide below to get started with CloudFlood.com (follow the same process if you decide to go with Estago):

a) Go to http://www.cloudflood.com

b) Complete the form to create the "payment" button.

1. Enter the name of your freebie.

   > Name of Freebie (eBook, MP3, Zip, etc.)

2. Enter the Fileden download link for your freebie.

   > Direct link to the Freebie

3. Enter your promotional message:

   > Message that will be Tweeted / FB Shared

   For example:

---

How else wants to....? Take a look on this website:

http://yoursite.com

OR


Here's a Quick Way to [solve a problem]

http://yoursite.com

OR


Get Rid of [problem] Once and For All

http://yoursite.com

OR


Here is a Method That is Helping [blank] to [blank]

http://yoursite.com

OR


Now You Can Have [something desirable] [great circumstance]

http://yoursite.com

OR

---

---

Have a [or] Build a [blank] You Can Be Proud Of

http://yoursite.com

OR

What Everybody Ought to Know About [blank]

http://yoursite.com

Just pick one and customize it to suit website and niche.

---

4. Create a bit.ly link pointing to your website. Add that link in this field.

Your URL (Where You Want Traffic to Go)    Go to bit.ly

5. Select your favorite Payment button or upload your own button if you have one.



Browse_

6. Enter the required captcha.



7. Once you've done all of the above, click on "Create Button" and save the button's code in a .txt file.

Create Button

---
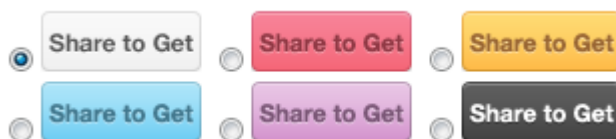
## Step 3. Setting up the Giveaway Page

I've already created it for you but feel free to customize it in any way you want to suit your niche and website better.

You can find the template by going to:

 RESOURCES ->Technique 1 -> Giveaway Template

...in the Viral Traffic Genius package.



Just open the page in a html editor like Macromedia Dreamweaver and do the following:

1. Replace the date on the template with the date you want to make the page available on your site.

2. Replace the existing Cloudflood button with yours(using the button code you saved in the .txt file):

## Get It Now For Free!

Only "Pay" With A Facebook Post Or A Tweet...

**PAY WITH A TWEET OR FACEBOOK**

We take your privacy very seriously.
Your information is never sold or shared.

**3.** **Upload** the Giveaway page on your site and **add a link** on your home page pointing to it.

To upload the files on your server need to use a FTP software like CuteFTP. I've been using CuteFTP for years and it really does it's job well. For those of you who don't know how to use a FTP software I am going to explain everything step-by-step.

- Open CuteFTP and go to: File> New> FTP Site...
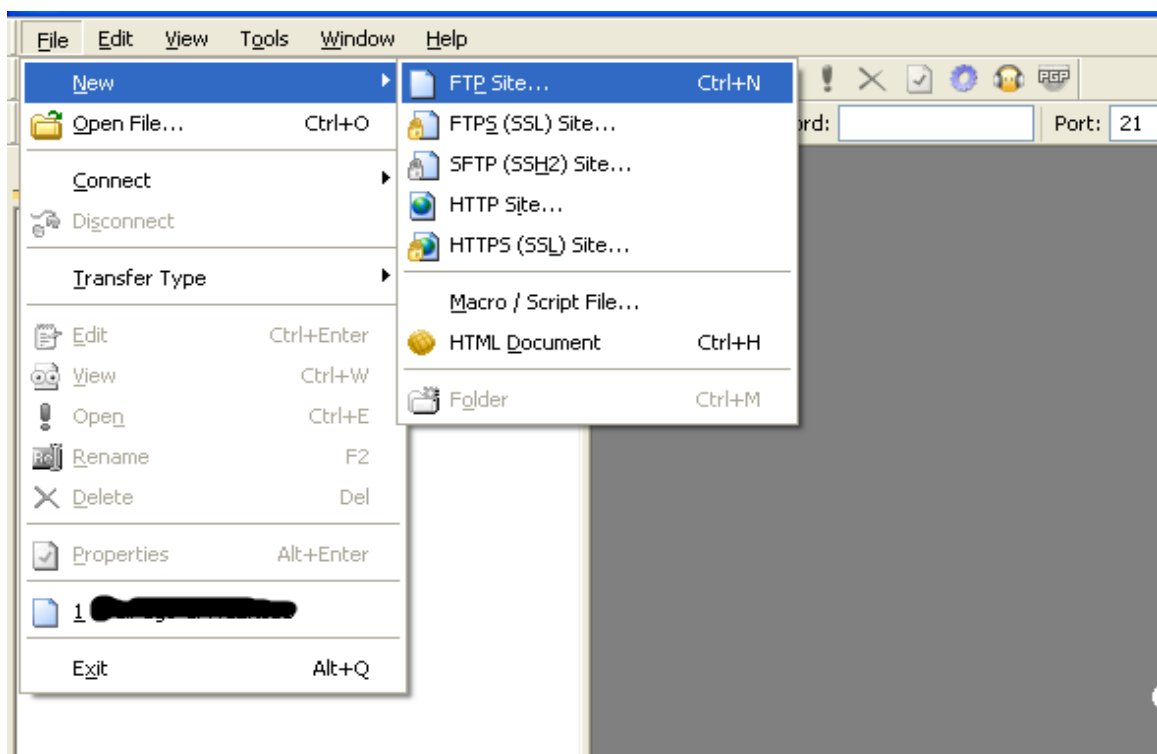
- Enter your site's details and click Connect.
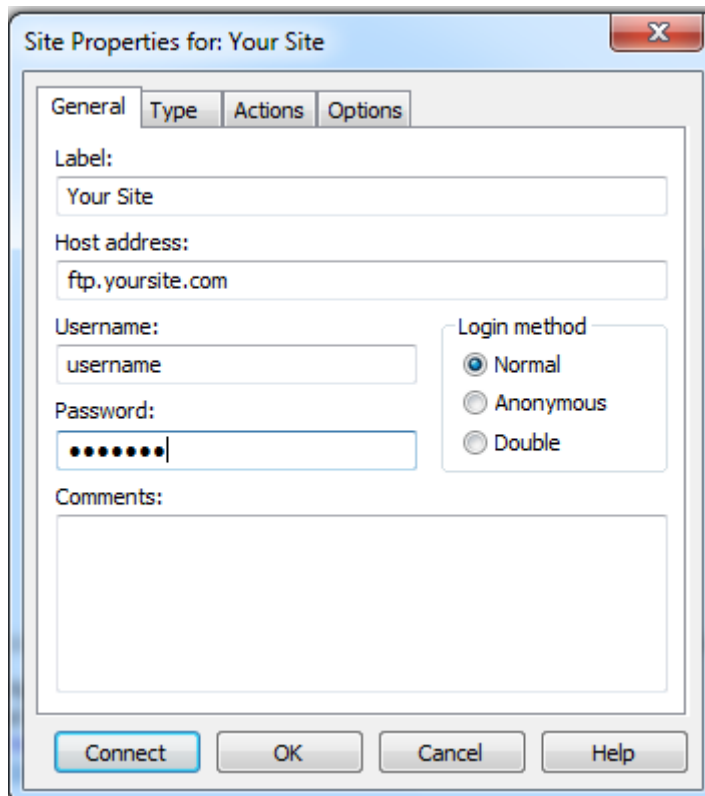


- Select the site's files and upload them to your server.
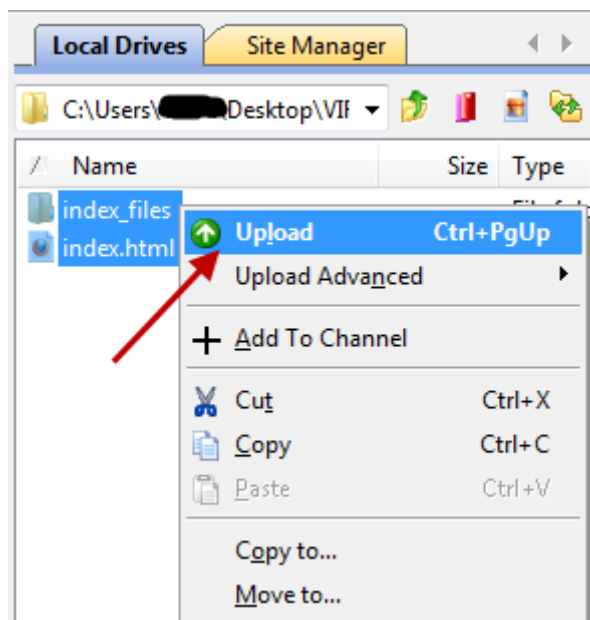


That's it. What you can do now is to let your visitors know of the Giveaway feature of your site. How to do that:

- Place one of the following giveaway banners on your home page:







- The banners above can be found by going to:

  **VTG Package -> Resources -> Giveaway Banners**

- Send them an email(if you already have a database of subscribers or previous customers)
- You can add a short description on the sales page with another link pointing to the giveaway page
- Etc, etc...You get the idea.

# Taking This Technique To The Next Level

This approach is very similar to the Giveaway of The Day feature on my site at IMPho.com .

You can implement this strategy on your site as well, and you can do it with minimal investment.

The idea is to create a private membership-based section (either paid or with free-signup if you want only to build a list) where you archive all the freebies from previous days/weeks/months)

Your visitors will still be able to download the freebie everyday from the Giveaway page on your site, but if they want to access the previous freebies and all the future ones(without having to pay for them with a Facebook post or a tweet) they can do so by signing up to your membership.

The membership can be either free or paid. It's your choice. What I found to work great is to charge about $7/month for the membership. It depends a lot on the niche though. In some niches you can charge more, in some you should charge less. It also depends on the quality of freebies you offer and how many you find to provide.

For example, if you find only a few freebies in your niche to provide to your visitors, then you should call the giveaway feature on your site "Giveaway of the Week" or "Giveaway of The Month" and provide one freebie every week/month.

In this case a paid membership wouldn't be a good idea but it's worth creating a free-to-signup membership to grab your visitor's emails and build a targeted email list in your niche.

Now that you have a clear idea on this second technique, let's get started:

a) Firstly, you need a membership software. I'd suggest you go with S2Member because it has a free version and it does exactly what you need. It supports both free and paid membership types.

Here's the download page:

http://wordpress.org/extend/plugins/s2member/

I'm not going to explain how to install and set up the membership site because this is not what this guide is about. However here are a couple of tutorials that should help you get started:

http://wordpress.org/extend/plugins/s2member/installation/
http://www.s2member.com/videos/

b) Once you have the membership site set up, create a free or paid membership type from the administration account on S2Member and add a link on the Giveaway page with a message like this:

> If you want to access the daily/weekly/monthly giveaways directly as well as all the giveaways from the previous days/weeks/month, without having to "pay" for them with a FB post or a tweet, then sign-up to our private membership by clicking on the link below:
>
> GET INSTANT ACCESS NOW

The membership can be either free or paid ( something like $7/month works great).

c) Once you've set everything up, make sure you add a page in the members area about you(who you are, what you do etc), an overview on your site and business, and a list with your products and offers or whatever it is that you're selling. This will help you bring many more sales and make a lot of money.

# TECHNIQUE #2

This is similar to the first technique. The difference is you are going to set up a monthly giveaway feature on your site and **use the viral script** to get traffic and deliver the freebies to your visitors.

**Let me give you a breakdown on how it works:**

- You set up a new page on your site using the viral script, called Giveaway Of The Day/Week/Month.

- You find valuable freebies to give away to your visitors.

- In order to download the freebies, your visitors will have to refer a required number of people using the custom link that the script creates for them(different link for every IP).

- Once they refer the required number of people, your visitors will be able to download your freebies.

- Your will get massive amounts of new visitors without having to invest anything in promotion.

**Now that you have an idea on how it works, let me guide you step-by-step on setting everything up:**

I personally use the Giveaway Of The Month strategy on several websites and it works very well. That means i add 10 new freebies every month on the Giveaway page. In order to download them my visitors have to refer a **x** amount of people for the download links to be revealed.

Let's get started....

**Step 1.** Create a new folder on your hosting server, called "giveaway" or smth like that.

The folder's URL should look like this:

http://www.yoursite.com/giveaway

**Step 2.** Download the viral script by clicking on the link below.
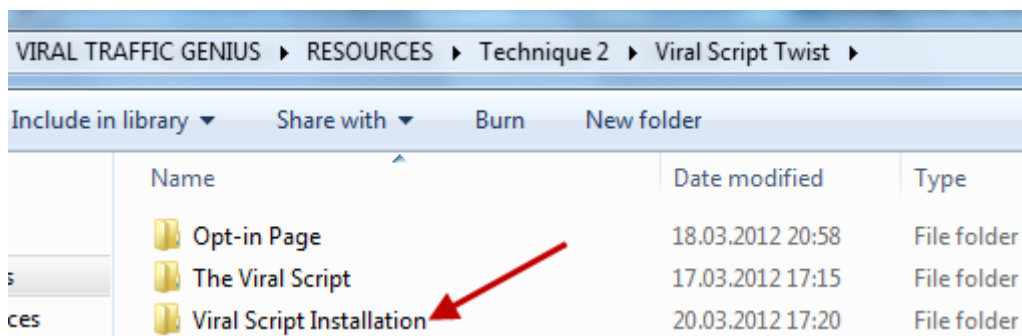
=> CLICK HERE TO DOWNLOAD

**What does this script do exactly?**

When a visitor comes to your site he will get a unique link ( the script creates a different link for every IP address) which he will have to send to others and get them to click it in order to get something revealed (in this case after they send the number of people required to your site, they will be able to download your freebies)

**Step 3.** Install the viral script to the folder you've created. The installation instructions can be found in the VTG package:

**RESOURCES -> Technique 2 -> Viral Script Twist -> Viral Script Installation**



If you've done everything right, the page should look like this:

**Step 4.** Download 10 Valuable Products with PLR/MRR/RR or Giveaway Rights from the resources presented above(or use your own products).

Put each product in a different **.zip** archive. You can rename the archives like this:

download1.zip
download2.zip
download3.zip
...and so on!
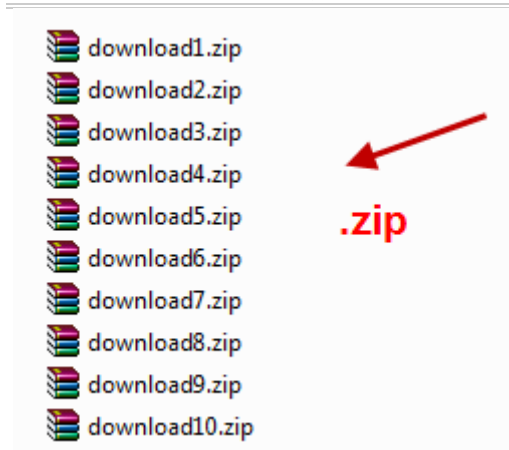
Next, upload all the products to the Giveaway folder on your server (the one you've previously created)

**Step 5.** Now go to http://yoursite.com/giveaway/admin.php and login to the script's admin control panel.



The default login details are:

USERNAME: demo
PASSWORD: demo

There are a few things you have to do here and they are as follows:

**a)** Go to the "Basic Config" panel and enter your website details:

**b)** Now go to Images & Videos and enter the download links of your freebies as you see in the picture below:



Basically, just replace each link with the one pointing to your freebie.

<a href="http://www.yoursite.com/download1.zip"><img src="http://img820.imageshack.us/img820/184/downloadbuttont.jpg"></a>

Do this for each freebie you have. It should be like this:

http://www.yoursite.com/download2.zip
http://www.yoursite.com/download3.zip
http://www.yoursite.com/download4.zip
http://www.yoursite.com/download5.zip

...and so on!

Next you need to set up the Image Rules. Set them up like this:



**Freebie #1 -** 1 required clicks ( your visitors will have to refer 1 person through their link to unlock the first download link)

**Freebie #2 -** 5 required clicks ( your visitors will have to refer 5 people through their link to unlock the download link)

**Freebie #3 -** 10 required clicks (they have to refer 10 people to your page to unlock the DL link)

**Freebie #4 -** 15 required clicks

**Freebie #5 -** 20 required clicks

**Freebie #6 -** 25 required clicks

**Freebie #7 -** 30 required clicks

**Freebie #8 -** 35 required clicks

**Freebie #9 -** 40 required clicks

**Freebie #10 -** 50 required clicks

This way, for every visitor who downloads all your freebies, you will get another 50 visitors to your site for free.

For example: If you get 100 visitors to download all your freebies, that's 5000 more visitors for free.

100 (people who download your freebies) x 50 (required clicks) = 5000 new visitors ( free traffic )

That's it...You can proceed to the next step.

**Step 6.** Go to "Site Template" and customize the page to suit your niche and website better. To do that copy the **CSS** and **HTML** code in an website building software (like Macromedia Dreamweaver or FrontPage) and customize the page in any way you like.
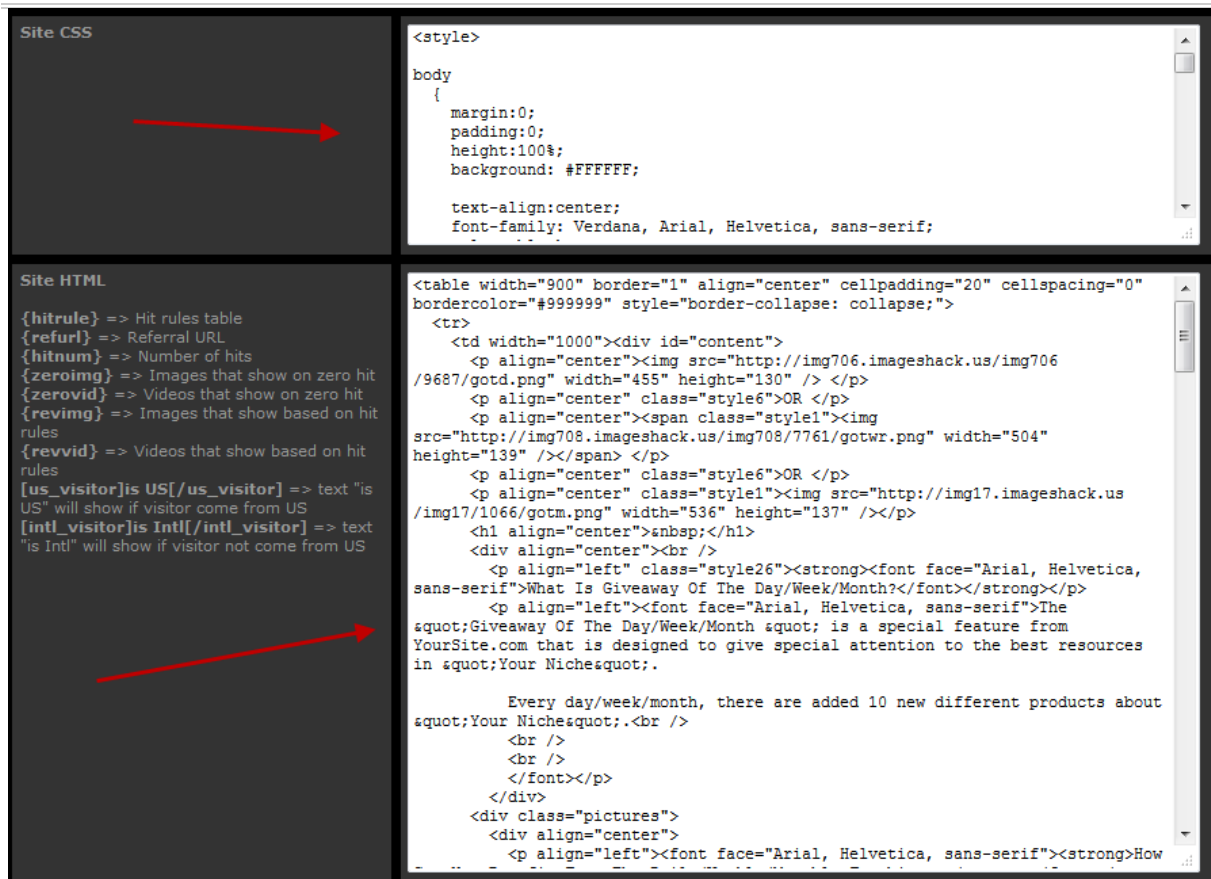
**Step 7.** When the first month has passed delete the current freebies, add 10 new ones and start over.

When you replace the freebies with new ones, you will have to **delete the current MySQL database** and import the **dbdump.sql** file again (via PHPMyAdmin) to have the traffic logs deleted.

If you **don't** do this, then people who previously referred the required number of clicks will be able to download the new freebies as well.

**!!!** Make sure you backup the HTML and CSS code before you do it.

**Step 8.** Do this on a monthly basis and watch your traffic grow exponentially.

**NOTE!!!** You can also do this on a daily or weekly basis(i.e. Giveaway Of The Day or Week) but it requires more work from your side. Anyway, the viral script template I've created for you applies for all 3 strategies so you can pick whatever you think works best with your niche and website.

# Taking This Technique To The Next Level
## (Same concept, 2 different twists)

This is another approach that can help you get massive amounts of traffic and help your build an email list at the same time.

Instead of adding a daily/weekly/monthly giveaway feature on your site, you will provide only one free product to your visitors. This can be one of your own products, a PLR products or anything else that provides value and is useful to your target audience.

You have to decide what you want...

-If you're only looking for a way to increase your website traffic then the daily/weekly/monthly giveaway technique (Technique #1) will work best for you.
-If you're looking to increase your traffic and build an email list at the same time then this approach will work best for you.

You can implement it in 2 different ways:

# 1. Using the Viral Script

## Overview of the process:

In order to download your free product, your visitors will have to refer 10 visitors to your page, using their custom link created by the viral script. Once they referred the required number of people, the Download Link will be revealed. When they click on this link they will be redirected to an optin page where they have to enter their name and email address to be able to download the freebie. You include the download link in the first email that is sent to your subscriber.

!!! If you currently don't use any autoresponder software, then you can get started with Getresponse by following the step-by-step guide available in the VTG package.

Take a look at the picture below to understand the process better:
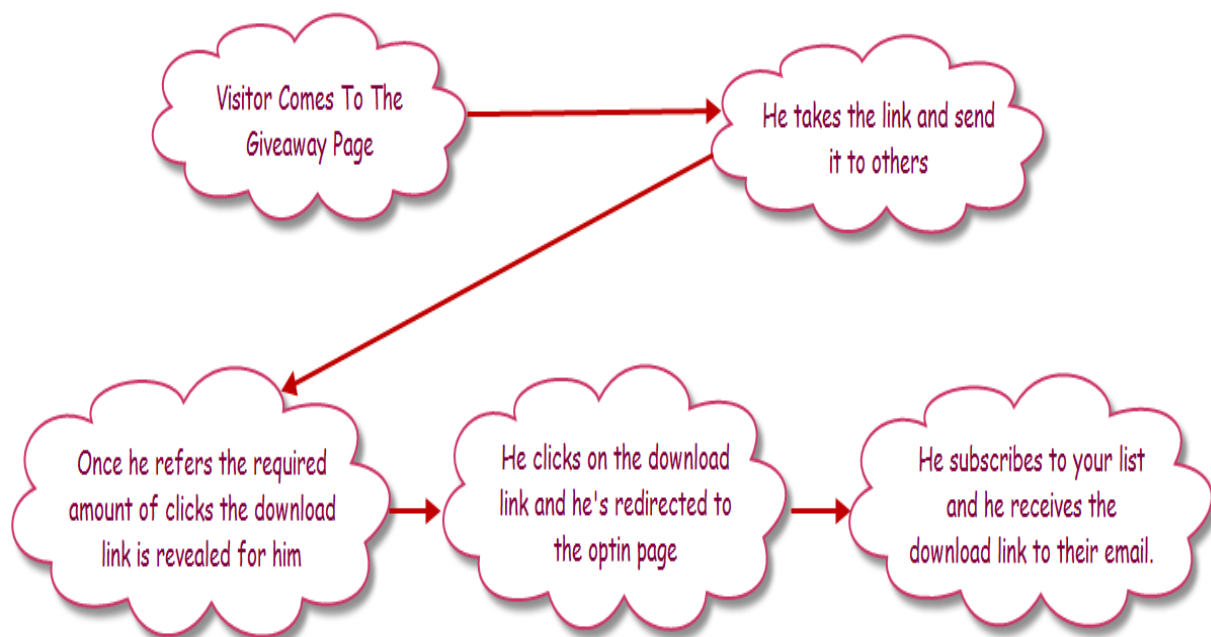
## Step-By-Step Guide:

**Step 1.**  Find 1 valuable freebie (instead of 10) that your target audience will find very useful.

- You can use your own product
- You can use a PLR product
- You can use anything else you can think that provides value and your visitors will find very useful.

Put it in a **.zip** archive (i.e. download1.zip) and upload it to the giveaway folder.

**Step 2.**  By now you should already have the Viral Script installed to your "Giveaway" folder on your server and the page set up.

At this point you have to open the opt-in page that i've already created for you (you can find it in the **Resources-> Technique 2 -> Viral Script Twist -> Opt-in Page** folder) in your favorite website building software and include your opt-in form in there.

If you currently don't use any Autoresponder software, you can get started with Getresponse, by following the guide available in the VTG package.

## Just One More Step ...

We require only one more thing for you before you can download the "Freebie Name".
Enter your name and email in the form below. The download link will be sent to your email
account immediately.

*Get Free Access Now!*

Enter your email for FREE access:

(Opt-In Code)

We take your privacy very seriously.
Your information is never sold or shared.

Once you've added the opt-in code on the page, upload the page to your
"Giveaway" folder on your server.

**Step 3.**  Now go to http://www.yoursite.com/giveaway/admin.php and
login to the script's administration panel.

Once again, here are the login details:

Username: demo
Password: demo

**Admin CP**

Please login

demo

••••

Login

Next, go to the "Images & Videos" panel and enter the following code in
the first image field:

&lt;a href="http://www.yoursite.com/giveaway/download.html"&gt;&lt;img src="http://img820.imageshack.us/img820/184/downloadbuttont.jpg"&gt;&lt;/a&gt;
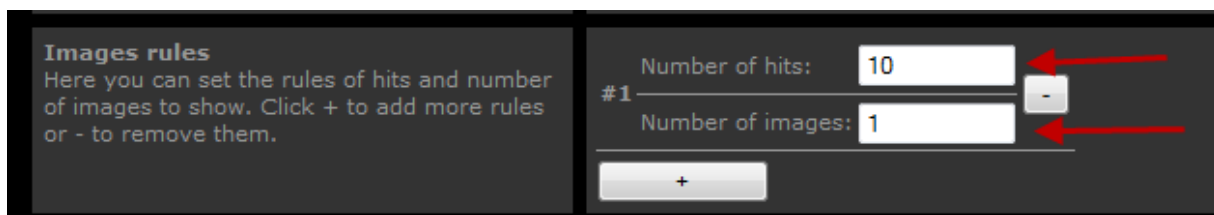
**!!!** Make sure you enter the link that points to the opt-in page on your server.
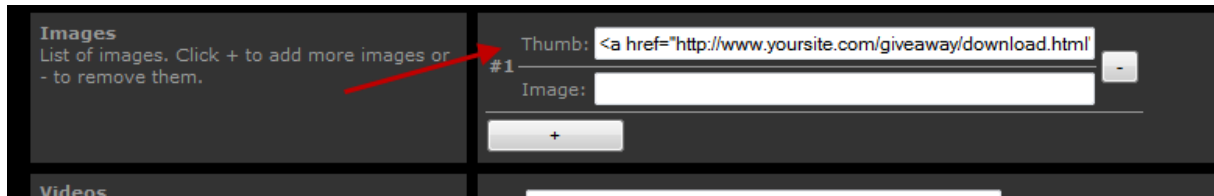


Once you're done, you can **delete** the other 9 image fields.

Next, set up the Image Rules as you see in the picture below:



This way, your visitors will have to refer 10 people to your page before they can download the freebie. You can change it to other amount if you want.

**Step 4.**  Include the download link of the freebie in the first email in your autoresponder and schedule it to be sent out immediately upon subscription.

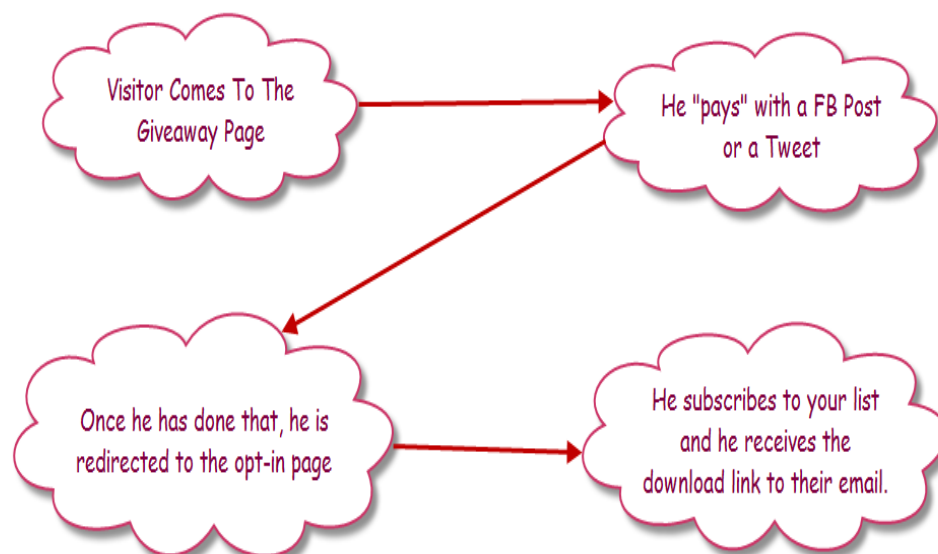**Step 5.**  That's it. If you've done, here's how the whole process should look like this:

- Visitor comes to your giveaway page.
- He takes the custom link and send it to other people to get it clicked.
- Once he referred 10 people to your page the download link is revealed.
- He clicks the download link and he's redirected to the opt-in page.
- He enters his name and email and he receives the download link to his email account immediately.
-You get free traffic and you build your email list at the same time.

## 2. Using CloudFlood

### Overview of the process:

In order to download your free product, your visitors will have to "pay" for it with a Facebook post or a Tweet. Once they "paid" they will be redirected to the opt-in page where they have to enter their name and email address to be able to download the freebie. You include the download link in the **first** autoresponder email and schedule it to be sent out immediately upon subscription.

### Visual overview of the process:

Visitor Comes To The Giveaway Page

He "pays" with a FB Post or a Tweet

Once he has done that, he is redirected to the opt-in page

He subscribes to your list and he receives the download link to their email.

### Step-By-Step Guide:

**Step 1.**  Find 1 valuable freebie (instead of 10) that your target audience will find very useful.

- You can use your own product
- You can use a PLR product
- You can use anything else you can think that provides value and your visitors will find very useful.

Put it in a **.zip** archive (i.e. download1.zip) and upload it to the giveaway folder.

**Step 2.** Go to CloudFlood.com and enter your details to create a "payment" button:



1. Enter the name of your freebie.

2. **Enter the link to your opt-in page.** ( NOT the Download link)

3. Enter your promotional message:

4. Create a bit.ly link pointing to your website. Add that link in this field.

5. Select your favorite Payment button or upload your own button if you have one.

6. Enter the required captcha.

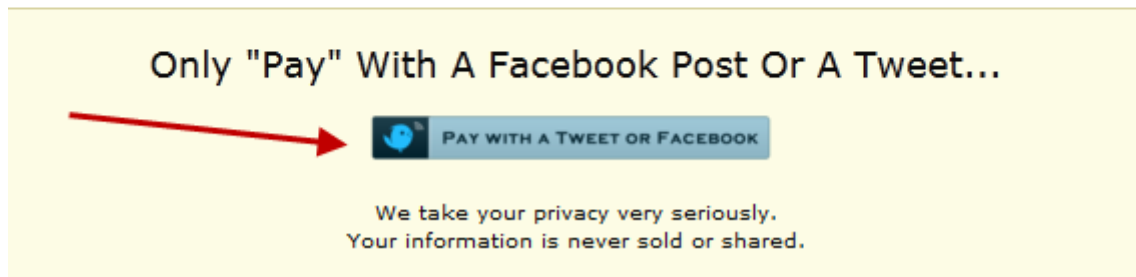7.Once you've done all of the above, click on "Create Button" and save the button's code in a .txt file.

**Step 3.**  So you already have the a freebie and the Cloudflood button code. Now you have to include the button code on the giveaway page. I've already created the page for you and you can find it by going to:

**Resources -> Technique 2 -> CloudFlood Twist -> Giveaway Template**

Open the **index.html** page in your favorite html editor and replace the existing button with yours.

*Get It Now For Free!*

Only "Pay" With A Facebook Post Or A Tweet...

PAY WITH A TWEET OR FACEBOOK

We take your privacy very seriously.
Your information is never sold or shared.

Once you're done, upload the giveaway.html page to your server.

**Step 4.**  Include the download link of the freebie in the first email in your autoresponder and schedule it to be sent out immediately upon subscription.

**Step 5.**  That's it. If you've done, here's how the whole process should look like:

- Visitor comes to your giveaway page.
- He "pays" with a FB post or a Tweet
- He is redirected to your opt-in page.
- He enters his name and email and he receives the download link to his email account immediately.

**-You get free traffic and you build your email list at the same time.**

# OTHER WAYS TO IMPLEMENT THIS STRATEGY
### ***5 different twists***

If you think that none of the techniques presented above can be applied to your current websites then I am going to present to you several other different twists that can work for you. Note that these are just a few ideas and I haven't tested all of them. However, all of the following techniques are based on a similar concept which I tested on several websites I own, and it's working great. So let's get started...

## <u>Twist #1</u> - Video Giveaway Of The Day/Week/Month With CloudFlood

The idea is to offer your visitors a useful video every day/week/month that they can access after they "pay" with a Facebook post or a Tweet.

How to find videos?

- **You can create them yourself.** Pick a popular topic in your niche and create a different video about it every day/week/month. Or pick several topics and create a video about each one.

Another way would be to try to pick a "problem" that everyone is having within your niche and create a video course (tutorial) describing what your audience has to do to "fix" this problem. Basically find out what everyone is interested in within your niche and offer them a solution (the video course) . Depending on how many videos you can create on this topic, you can provide one video every day, week or month to your website visitors and have they "pay" with a FB post or a Tweet to access them.

- **Pay someone to create them for you.** Yes, that's right. Hire someone to create a video course for you that is highly relevant to your niche. You can outsource this job on Fiverr.com, Freelancer.com, Elance.com etc...

**- Use PLR videos.** If you don't want to create the videos yourself and you currently don't have the budget to outsource this task, then I'd suggest you go with PLR video. Depending on how popular is your niche, you should find at least a PLR video course or several individual PLR videos about the same topic to provide to your visitors.

Let's take the "Internet Marketing" niche. As you may already know, there are hundreds if not thousands of video tutorials and courses about topics within this niche. If you have a website in this niche, then you're in great luck. It won't take you more than 10 minutes to find the right video course to offer to your niche.

If you your site is in a smaller and more specific niche, then you should still look for PLR videos and if you can't find any, then create them yourself or have them created for you.

Anyway, this twist is just an idea that should help those that don't think the big techniques (Technique #1 and #2) would be a good fit with their current websites.

## Twist #2 - Video Giveaway Of The Month With The Viral Script

This approach is similar to Twist #1. The difference is, instead of using the CloudFlood social tool, we are going to use the Viral Script.

Here's how it works...

- You find a video course composed of at least 10 videos.
- You set up a video monthly giveaway feature by following the process presented for Technique #2

- Instead of providing 10 different freebies, you will provide the download links for the videos instead.

- You will require visitors to refer 1 person to be able to download the first video, 5 people to be able to download the second video, 10 people to be able to download the third video, and so on...

- Just make sure you enter the right links in each image field. Each one should be a direct download link for every video.

<a href="http://www.yoursite.com/videodownload1.zip"><img src="http://img820.imageshack.us/img820/184/downloadbuttont.jpg"></a>

Do this for each freebie you have. It should be like this:

http://www.yoursite.com/videodownload2.zip
http://www.yoursite.com/videodownload3.zip
http://www.yoursite.com/videodownload4.zip
http://www.yoursite.com/videodownload5.zip

...and so on!

## Twist #3 - Product Sample (w/ CloudFlood)

This approach is perfect for digital products sellers. If you have a website where you are selling an informational product or any other type of digital product then this technique will help you get a lot of traffic and make a lot more sales.

Here's how it works...

- You will offer a "sample" of your product to your visitors if they "pay" with a Facebook post or a Tweet. This sample can be a small part of your product. Let me give you a few examples:

- If you are selling an informational product in a .pdf format then create a free version of this product composed of only the first few pages. Make sure you pick the right pages. Pick the ones that creates the most interest for your visitors and make them curious to learn more. Then include a section on your sales page where they can download the free version of your product after they "pay" with a FB post or a Tweet.

- If you are selling a software product, then this strategy may be even easier to implement. You may already have a free trial version of software but if you don't, then create one. Make sure the free trial version has a limit on several key features that your software provides. Once you have the free trial version offer it on your sales page in exchange for a FB post or a Tweet.

- If you are selling a web-based service (i.e. a SEO tool) then again, create a free trial version for it, that you visitors can access after they pay with a FB post or a Tweet.

There you go...Feel free to put your own twist on this technique to make it fit your niche and product better.

## Twist #4 - Membership Site Owners, Read This!

This approach is perfect for those marketers who have an established membership site in place and they are looking for ways to increase their website traffic and attract more members.

Here's a breakdown on how it works:

- Create a 7 days (or less) free trial membership for your site.
- Add a overview on your sales page about this special offer.
- Offer your visitors the opportunity to sign up for the 7 days free trail after they pay with a FB post or a Tweet.

I personally use this technique on several websites I own and it works great. This technique alone has brought me over 50% of my long-term paid members. This means that more than half of the profits generated by my membership site were made possible thanks to this trick alone.

## Twist #5 - Be Creative!

This is not a method, it's more of a suggestion to everyone of you who are reading this guide.

Over the past few years, i've made most of my online income using out-of-the-box methods and tricks like the ones presented in this guide.

Whenever I get started with a new methods, I take a day or two to do some brainstorming to put my own twist on them. I usually come up with some very unique approaches that make me even more money that the person I've learned them from has made.

What I'm trying to say is that creativity is definitely a key to success when it comes to making money online.

My advice to you is to stop doing exactly what everyone else is doing and whenever you learn about a new method or strategy, take some time to put your own twist on it to make it your own.

# CONCLUSION

Hopefully by now you've realized the full potential of this strategy. It's a simple and very clever marketing strategy which can be applied to almost any niche.

I took the time to explain everything step-by-step for each technique so you can implement them easily.

Thank you once again for taking the time out to purchase this report. It's now up to you to get out there and take some action!

**Terms for this report:**

[YES] Can be resold
[YES] Can be given away
[YES] Can be packaged
[YES] Can be offered as a bonus
[YES] Can be added to paid membership sites
[YES] Can be added to free membership sites
[NO] Can claim original copyright of the package or content
[NO] Can sell private label rights or master resell rights
[NO] Can be used for product creation
[NO] Can be used as web content, e-Course or auto-responder
[NO] Can be broken down into smaller articles
[NO] Can be edited, revised or modified in any way

To your success,
Allen Payne
**Founder Of The IMPho.com Internet Marketing University**