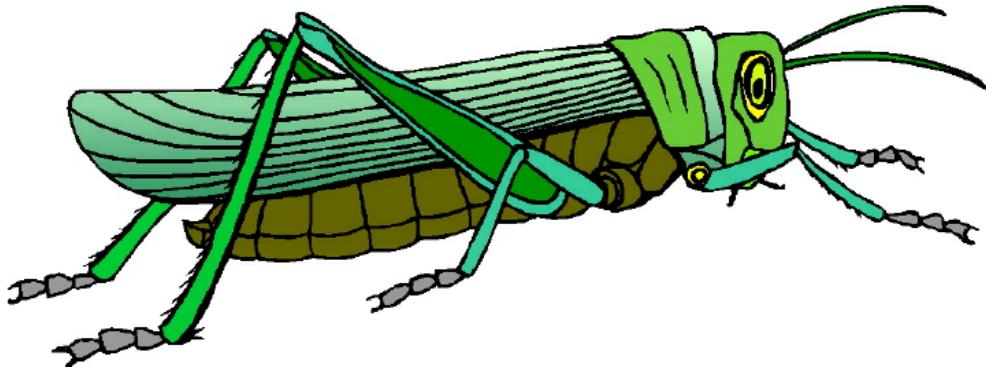


**I'll Swallow A  
Live Grasshopper  
If This Doesn't  
Boost Your  
Website Traffic**



**More eBook Tactics  
For Increasing Visitors  
to ANY Website**

*by Jimmy D. Brown*

# I'll Swallow A Live Grasshopper If This Doesn't Boost Your Website Traffic

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Published by:

Jimmy D. Brown and Business Commerce Systems

[ProfitsVault.com](http://ProfitsVault.com) / [123webmarketing.com](http://123webmarketing.com) / [FreeAdvertisingSystem.com](http://FreeAdvertisingSystem.com)

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## **I'll Swallow A Live Grasshopper If This Doesn't Boost Your Website Traffic!**

I'll be real honest with you here...

...the idea of swallowing a live grasshopper doesn't really appeal to me.

I guess this better be good, huh?

The truth is, I've found a **GUARANTEED** way of generating significant website traffic. It's the formula behind the hottest buzz phrase online, "viral marketing."

Now, for the record, "viral marketing" in my own words is "any marketing that quickly spreads beyond the initial point of entry." The general idea of "viral marketing" is to advertise your product or service in such a way that it is passed on to others, who in turn pass it on to others, who in turn pass it on to still others.

One example of viral marketing is eBooks. You create an ebook and begin giving it away, and you allow those who receive it from you to give it away to others. And they give it away, and so forth. Soon, your eBook is in the hands of thousands of potential customers that you've never had any contact with at all.

That's the idea of "viral marketing." Sounds great, but how the heck do you achieve it?

I'm glad you asked. And I'll be glad to tell you.

While "viral marketing" has been a hotly discussed topic in recent months, I'm afraid that many people have become immune to it because of an overrun of poor quality content. Instead of being "passed on," folks are simply discarding and forgetting all about it. The virus has found an unfortunate cure! Despite this, I have seen a great deal of success personally with "viral marketing" and it is from this perspective that I will share with you my own "7 essentials of viral marketing."

There are many different options for creating a viral marketing tool, but for the sake of this article, I'll be referring to eBooks. (Visit <http://www.123webmarketing.com> for more resources on eBooks, if you are unfamiliar with them)

Your eBook, if you want it to be given away and passed on and transferred to thousands of people, thus creating massive traffic and sales, must have 7 essential elements...

1. Appeal. Primarily, I am referring to the **TITLE** of your eBook. What many people don't realize about "viral marketing" is that it **BEGINS** with a good

title. After all, if no one ever reads your eBook, then they certainly won't pass it on to others.

A good title will oftentimes make or break your success in "viral marketing." For example, this article is entitled, "I'll Swallow a Live Grasshopper if This Doesn't Boost Your Website Traffic." I could just as easily have entitled it, "7 Essentials of Viral Marketing."

But, which one would you most likely read?

The "grasshopper" title immediately creates interest. At a bare minimum you probably wanted to at least take a look at this article to see what in the world it was all about.

Several months ago I created a special report on joint ventures. Originally it was going to be entitled something like, "How to Create Joint Ventures For Profit." Not too bad. I ended up going with, "How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month!." (for a copy send any email to [profitsvault@autoresponder.nu](mailto:profitsvault@autoresponder.nu) )

It was passed around and requested over 4,000 times in just a few short weeks. This particular "viral marketing" tool has resulted in over \$15,000 in sales in less than 4 months.

"Viral marketing" begins with the title. It must be \*attention-grabbing\*. It must create a desire in the reader to at least give it a once-over to see what it's all about.

Word to the Wise: DO NOT \*over-hype\* your title. Resist the urge to make your title so attention-grabbing that it distorts the truth. NOTHING - and let me repeat that - NOTHING damages your business quicker than disappointment! If you disappoint a reader by promising them something that you do not deliver, then you better start looking for another customer...

...because you just lost that one!

Make it \*attention-grabbing\*. And then deliver what you promise.

2. Awareness. This one is a no-brainer, but you would be surprised how many people forget to do it. Somewhere in your eBook, MAKE SURE you mention that the reader may give away your eBook to others. In fact, ANYONE who reads the eBook may give it away to others.

The best place to let the reader know about this is on the FIRST PAGE of your eBook. Just mention something like...

"Please feel free to GIVE AWAY this ebook to your associates as long as it remains intact as you received it."

or

"You now have REPRINT RIGHTS to this ebook.  
You may give it away, sell it or offer it as a bonus."

or

"Why not give this ebook away from your website?  
I'm SURE your visitors will find it very useful."

However you want to say it, just make sure you INFORM the reader that they may give away your ebook. In fact, as I'll explain in a minute, it will actually BENEFIT them to give it away!

3. Value. Let me just be frank...

...most eBooks online are junk.

Sorry, but it's true. There are more than 10,000 eBooks in circulation on WEB MARKETING alone. Have you read any of them? Did you HONESTLY learn anything?

eBooks have been around for a while, but 1999-2000 saw the internet FLOODED with new eBooks. Most are nothing more than glorified sales letters or are filled with outdated or readily available information. The truth is (and don't trust me on this, ask the experts!) that MOST eBooks NEVER create the much desired "viral marketing" effect. They simply don't get passed on.

Can you guess why?

It's because they aren't WORTH passing on. Be honest, would YOU upload an eBook to give away at your website if the information contained inside wasn't valuable? Would YOU risk putting your reputation on the line by endorsing an eBook that is filled with outdated or useless content?

Not me! And I'm thinking, not you either.

If you want people to take your eBook seriously, if you want them to pass it on to others, if you want your eBook to become "viral" and generate serious traffic...

...then it MUST contain valuable content. It must be useful to the reader. It must be something they can find helpful.

Nothing shuts down a "viral marketing" campaign quicker than poor content. And nothing spreads it quicker than quality content.

Give them something of value. And they'll give you something of value...

...their recommendation by passing your eBook on to others!

4. Benefit. Here is, in my opinion, THE best way to get someone to give away your eBook. Hands down. No question in my mind, if you want a

guaranteed method of getting others to pass your eBook around...

...show them how they can make money from it!

Perhaps the eBooks MOST given away on the internet are those of the Warriors. (<http://www.thewarriorgroup.com/cgi-bin/warriors.cgi?6146>)

You've probably seen their "Big 3," MAGIC LETTERS, MAGIC STORY, 7 SECRETS.

Why are there tens of thousands of copies of these eBooks available on the web?

One reason and one reason only...

...they make money!

You see, Allen Says, the mastermind behind the Warriors, allows people to have these eBooks CUSTOMIZED with their own unique affiliate program code. Then, if anyone makes a purchase from the copies of the eBooks that you give away, YOU earn a hefty commission.

Do you see the benefit?

Let's assume you have two very good eBooks on "writing ad copy." One eBook DOES NOT allow you to customize it and earn any commission from sales that are generated from it, and the other DOES allow you to earn commissions.

Which one will you be giving away?

You did choose the one that will allow you to earn money, didn't you? :-)

Obviously, if giving away an eBook offers the possibility of earning a commission, it is much more likely to be passed on and thus creating the "viral marketing" effect you are trying to achieve.

The BEST way of getting other people to give away your eBooks is to allow them to obtain a customized copy, thus earning commissions on any sales generated from their copy of your eBook.

You do this by simply including a unique affiliate URL link inside the eBook ANYWHERE you have an order link for your products. (NOTE: If you don't already have an affiliate program for your product or service, you need one! I personally use Clickbank. They handle everything for you. Check them out at <http://www.clickbank.com?thevault>)

5. Visibility. Here is an "insider" tip that you won't see all over the net. I doubt I was the first one to begin using it, but I'm one of the few!

Every eBook needs to have a home.

Did you get that? EVERY eBook needs to have a home. If you want to create desire, then create a webpage EXCLUSIVELY for your eBook.

Several months ago I created an eBook entitled, "Traffic Virus." I've since released Traffic Virus 2.0. This is the "Web's FIRST Viral Marketing Tool." (It's 100% free, download your copy at <http://www.123webmarketing.com/trafficvirus/index.html>) When you visit the above mentioned URL, you will find a killer webpage that is designed SOLELY to advertise our FREE ebook, Traffic Virus 2.0.

By the time you get through reading the copy on this webpage, you'll be begging me to PAY for the darn thing! (Of course, I'll not accept your money, it's FREE :-). Our webpage creates a desire for the viral marketing tool. When you are finished reading about it, it blows you away that it's actually free. But, there is the download link. Instantly available. No forms to fill out. Just click and install.

Here is the thinking. If an eBook is valuable enough to have it's own webpage, and not just any webpage - a KILLER webpage, then it must be important enough for me to read, right?

The problem with most eBooks is they don't get enough exposure. You'll see a small blurb under a form for subscribing to an ezine that reads, "Get your Free copy of Blah Blah Blah eBook when you subscribe to my newsletter."

Hold me back, I can't wait to get my hands on that! (Sarcasm)

That may have worked 3 years ago online, but it doesn't work any longer. It does nothing to create desire.

Now, instead, how about "Click Here to discover How to Generate Thousands of Extra Hits to Your Website Every Day" And when they click on the link it takes them to a webpage that shares, in great detail, all of the benefits inside your free eBook.

Now you can really hold me back, but I truly can't wait to get my hands on it!

If your free eBook really is VALUABLE in content, then it needs its own webpage, its own ad copy to create interest.

NOTE: And when you give away your eBook, allow others to use the webpage to upload to their own websites as well. You'll not only be giving away your eBook to create the "viral marketing" effect, but you'll also be branding your name on the web with hundreds, maybe thousands of copies of your webpage posted on the internet!

6. Effectiveness. For YOU, here is the most important part of EARNING MONEY from your eBook. It must EFFECTIVELY convince the reader to

purchase your product or service.

After all, that's the point of your free eBook, right? To generate traffic and CREATE sales.

I want you to download an eBook and take a look at a great example of how this is done. It's an eBook entitled, "Amazing Marketing Tactics." It's available for free at <http://www.123webmarketing.com/AMT/amt.exe>  
Download it and you will see some of the important keys in action...

- Effectiveness DOES NOT mean a glorified sales letter. A glorified sales letter happens when the content of your eBook is MORE focused on making a sale than it is providing quality content.

- Effectiveness DOES NOT mean links to a thousand different affiliate programs. You're trying to sell YOUR products and services, remember? The more links to OTHER websites, the less likely you are to make the sale. Keep it focused on YOUR product.

- Effectiveness DOES mean skillfully, subtly weaving ad copy into useful information. When you read through "Amazing Marketing Tactics" there is UNMISTAKABLY valuable content on every page. And, at the same time, there is a direct lead in from the article content into "what my product can do for you." Basically, it's like saying, "If you think this article is helpful, you should see what my product can do for you."

- Effectiveness DOES mean including a call to action. Don't be over zealous, but you should tell your reader what you want them to do...make the purchase. Include a deadline and some free bonuses and you're in business!

- Effectiveness DOES mean having a "part 2" or "continuation." In "Amazing Marketing Tactics" the buttons to each article are labeled "Tactic 1," "Tactic 2," and so on. There is a button at the conclusion of these that is labeled, "Top Tactic." Want to guess what it leads to? It leads to a full sales letter for a web marketing course. The theme of "Tactic" is continued in this "part 2" that offers a product. We've just put together an eBook entitled, "Internet Success Ladder." It has 9 "rungs" to the top. Each "rung" is an article. At the conclusion of the "rung" buttons there is a "Top Rung" button. Guess what it leads to? You got it, a sales letter for our course. Weave a "part 2" into your theme. It's a great place to put your entire sales letter without seeming overbearing.

7. Collectivity. There is one last "essential" that I recommend for creating "viral marketing" through eBooks. The entire point of your "viral marketing" campaign is to create sales right? Sure, it creates traffic, but the end result is...

...you want to earn more money from your products and services. Am I right?

Everyone who has done their homework knows that it takes an "average" of 7 exposures before someone makes a purchase. That means, on "average" it takes someone 7 times seeing your offer before they decide to buy it.

What does that mean to you? It means you need to follow up!

Of course, if you are allowing other people to give away your eBook, then you have no idea who to follow up on, right? Other people have given your eBook away to people you've never met or even heard of, so how can you follow up with them?

Here's how. Have your eBook EXPIRE. Most of the eBook compiler software online offers this great feature. (eBook Creator is a new compiler on the market that is currently available at 75% off, and it is VERY powerful. <http://www.ebookcreator.com>) You may choose to either allow your eBook to expire after a certain number of uses or a certain number of days.

And once the eBook expires, a neat little window appears informing the reader that they must register the eBook with you (for FREE, of course) to continue using it. All they must do to register the eBook is to email you for a password. You send them the password, again for FREE. But, now you have an IMPORTANT resource...

...their email address!

You may now follow-up on EVERY person (possibly thousands) who registers your free eBook. Sales are bound to follow if you have a good follow-up system in place. (For more information on following up on your prospects AUTOMATICALLY, check out the Internet Success Blueprint at <http://www.123webmarketing.com>)

WORDS OF WISDOM...

- If you DON'T have valuable content in your eBook, don't expect people to take the time to register it. You can only expect people to register your eBook if you provide information that they wish to continue reading. Make it good.

- DO NOT, DO NOT, DO NOT ever abuse anyone who registers your eBook. Don't send them countless emails every day with blatant sales pitch. Don't give their email address to ANYONE for any reason. If they request to be removed from your mailings, immediately stop sending them information. Respect people. Treat them the way you want to be treated. Inform. Help. Build relationships. Don't abuse.

Well, there you have it. A sure-fire method of boosting your website traffic

and, more importantly, boosting your sales!

What do you think? Should I head out to the back yard and start chasing down grasshoppers for supper?

Or, have I showed you how to generate traffic to your website?

If you're HAPPY with the information in this report, then drop me a line and let me know. If you're NOT HAPPY with the report, then allow me to treat you to a nice meal sometime over at my place...

...I'll give you one guess as to what we'll be eating. :-)

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Jimmy D. Brown is the webmaster of <http://www.123webmarketing.com>  
Come visit the new eBusiness Center for EVERY resource you need  
to succeed online from creating your own product to building website  
traffic to automating your entire system to taking a vacation!  
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