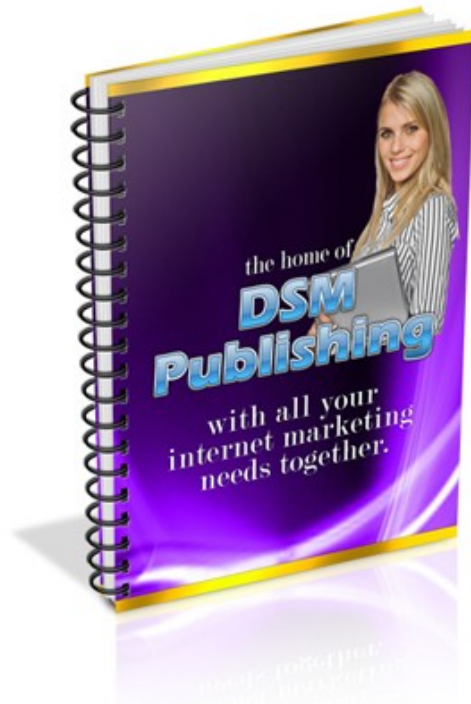


The DSM Publishing Ultimate Fast Track Tutorials

Giving you **HONEST** step by step instructions
so that **YOU** can make money online without
falling for the scams



Viral Marketing

**You Have Full Master Resale & Giveaway
Rights To This Product! Basically You Can Do
Whatever You Like With It As Long As It Is
Not Altered.**

**If You Would Like Premium Master Resale
Rights On This Product Please [Click Here](#)**

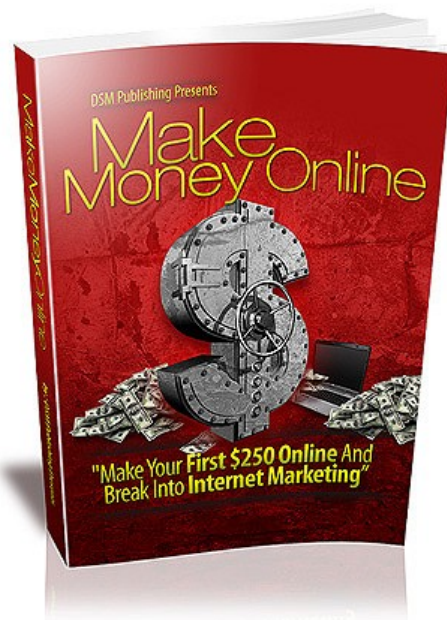
**By DSM Publishing Limited
www.dsm-publishing.co.uk**

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Affiliate Program

We have this great recurring income program in place so that by sending people to our free report you can make an absolute killing. How it works is that when people enter their email address for the free report which you can see [HERE](#) they are then offered a package for \$27 a month that shows them how to make money online. This program is geared around the free report so the results are amazing. They will then be offered to buy other products through our autoresponder sequence.



If they sign up through your affiliate link on ClickBank you earn 60% on all the sales. All you have to do is send people to our free report and we will do the rest. It's so much easier to say "check out this free report" rather than trying to sell them something and the end result is still the same. You can sign up by [clicking here](#).

FOREWORD

Welcome to the latest issue of our monthly Fast Track Tutorials.

We're really glad that you gave us the chance to show you our way of doing things within Internet Marketing and we are really looking forward to helping you with your online business. Our ultimate goal is to see money floating into your bank account and if it is already improving on the current amounts.

We are going to start on some of the basic principles that even some experts fail to get to grips with so even if you do have a degree of experience I am sure that there will be content that you will not have thought about. We find that even after four years we come across methods from time to time that we had never even considered had tried out and thoroughly impressed us when it worked.

Most importantly we will include these methods to you in our tutorials so that you can implement them into your business!

All the monthly tutorials will be between 12-15 pages in length so that you can get to grips with all the information, take action on it and be ready for the next month's work. Where appropriate I will include screenshots so that it is even easier to follow.

We will always keep you up to date – so if we find something new that works better than an earlier method we will tell you all about it. We will also give you an overview with what it is all about so the experienced marketers can move on to the next bit if they wish. Within three months I can't see a marketer on this course not making money.

Obviously I'll start with the basics with the idea of getting you up and running as quickly as possible. We have had a wealth of experience online and we will provide you with all the information that you possibly need so that you can make a living online. Everyday I come across internet marketers that have been around for over a year and still haven't broken even after letting me put you through your paces you will not be one of them.

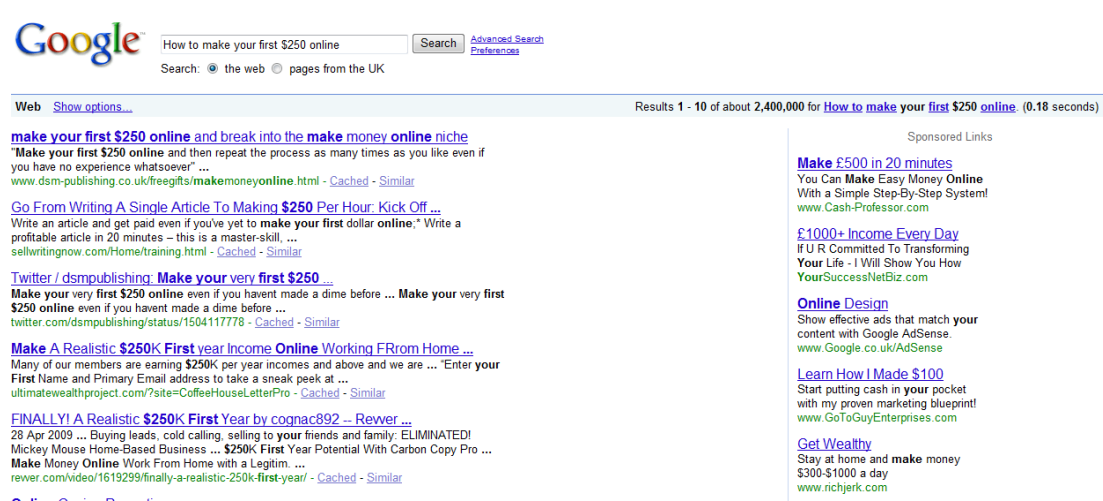
Let's get started

VIRAL MARKETING

Today I will be chatting to you about the use of Viral Marketing. You may find that this can overtake every other method for providing you with the biggest traffic results. It can be a slow starter compared to other marketing methods but the end results speak for themselves. It can take me a couple of months to achieve results through my viral system but it will last for years. It is a permanent internet marketing strategy that should never be forgotten about.

Recently I launched a free report called “How to make your first \$250 online even if you haven’t made a dime before”

If you Google it this is what you will see....



The screenshot shows a Google search interface with the query "How to make your first \$250 online". The search results are displayed on the left side of the page, and sponsored links are on the right. The search results include several entries with titles and snippets, many of which link back to PDF files. The sponsored links on the right include "Make £500 in 20 minutes", "£1000+ Income Every Day", "Online Design", "Learn How I Made \$100", and "Get Wealthy".

Google Search: How to make your first \$250 online

Search: the web pages from the UK

Web Show options... Results 1 - 10 of about 2,400,000 for How to make your first \$250 online (0.18 seconds)

make your first \$250 online and break into the make money online niche
"Make your first \$250 online and then repeat the process as many times as you like even if you have no experience whatsoever" ...
[www.dsm-publishing.co.uk/freegifts/makemoneyonline.html - Cached - Similar](#)

Go From Writing A Single Article To Making \$250 Per Hour. Kick Off ...
Write an article and get paid even if you've yet to make your first dollar online.* Write a profitable article in 20 minutes – this is a master-skill, ...
[sellwritingnow.com/Home/training.html - Cached - Similar](#)

Twitter / dsmpublishing: Make your very first \$250 ...
Make your very first \$250 online even if you haven't made a dime before ... Make your very first \$250 online even if you haven't made a dime before ...
[twitter.com/dsmpublishing/status/1504117778 - Cached - Similar](#)

Make A Realistic \$250K First year Income Online Working FRom Home ...
Many of our members are earning \$250K per year incomes and above and we are ... "Enter your First Name and Primary Email address to take a sneak peek at ..."
[ultimatewealthproject.com/?site=CoffeeHouseLetterPro - Cached - Similar](#)

FINALLY! A Realistic \$250K First Year by cognac892 -- Rewer ...
28 Apr 2009 ... Buying leads, cold calling, selling to your friends and family: ELIMINATED!
Mickey Mouse Home-Based Business ... \$250K First Year Potential With Carbon Copy Pro ...
Make Money Online Work From Home with a Legitim. ...
[rewer.com/video/1619259/finally-a-realistic-250k-first-year/ - Cached - Similar](#)

Sponsored Links

Make £500 in 20 minutes
You Can Make Easy Money Online With a Simple Step-By-Step System!
[www.Cash-Professor.com](#)

£1000+ Income Every Day
If U R Committed To Transforming Your Life - I Will Show You How
[YourSuccessNetBiz.com](#)

Online Design
Show effective ads that match your content with Google AdSense.
[www.Google.co.uk/AdSense](#)

Learn How I Made \$100
Start putting cash in your pocket with my proven marketing blueprint!
[www.GoToGuyEnterprises.com](#)

Get Wealthy
Stay at home and make money \$300-\$1000 a day
[www.nchyerik.com](#)

The screenshot above shows that the list of results is truly amazing. The best part though is that many of the results link back to a PDF file that I originally wrote and it will provide me with a lot of traffic for many years to come.

On the front page of all the PDF's there is links back to our main website along with affiliate links inside it providing us with long term affiliate income. If it is done properly it can be very rewarding to you just like if you don't do it right you will have wasted your time and energy.

[Here is the links on the front page that people will see:](#)

How To Earn Your First \$250 Online & Break into Internet Marketing even if you have NEVER made a dime before online!

By Samantha Milner



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If it is put together in a good way and the title is of quality you can have it appearing on Google under a range of keywords and this obviously adds to its exposure.

The secret though is not to be greedy go for the long tail keywords rather than the big ones as by doing it this way you can be in the search engine results in the space of a couple of days without any real effort.

Here is another example of this same product under a different keyword:

The screenshot shows a Google search results page for the keyword "break into the make money online niche". The search bar contains the text "break into the make money online niche" and the search button is labeled "Search". Below the search bar, there are several search results. The first result is "Make Money Online" from easymoneyreviews.co.uk, with a snippet "Make up to £888 every day. Quickest and easiest money makers reviewed." The second result is "Make Money Online" from www.fast-cash-system.com, with a snippet "Make £500 in 10 minutes Free money making system. Try now!". The third result is "Make Money Online UK Blog" from BritainsGotSuccess.com, with a snippet "UK Millionaire Blogger Reveals How You can Copy His Money Making Blog!". The fourth result is "break into the make money online niche with samantha milner and ..." from www.dsm-publishing.co.uk, with a snippet "The sort that gives Internet Marketing a bad name, especially within the 'make money online' niche. I am the type that likes to have her fingers in all ...". The fifth result is "make your first \$250 online and break into the make money online niche" from www.dsm-publishing.co.uk, with a snippet "Even better than that I will show you how to get into the make money online niche which is the hardest to crack. If you are a newcomer to the internet ...". The sixth result is "How To Make Money Online' Niche" from PdfExpert.com, with a snippet "File Format: PDF, ePub, Acrobat, Microsoft HTML". On the right side of the page, there are several sponsored links. The first is "Make Money in 2009" from www.instant-cash-systems.com, with a snippet "100% free make money programs. You can make £357 today. Try now!". The second is "I Make £30,000+ a Month" from www.4inOneSystem.Com, with a snippet "£2,299.71 - £30,000+ A Month 100% Fully Guaranteed And Proven". The third is "Make Money Today Online" from OnlineMoneyWizard.co.uk, with a snippet "You Will Make £646 in Just 1 Hour Invest £25 And We Give You £25 Free". The fourth is "Make Money Online 2009" from iGotRippedOff.net, with a snippet "Top 10 Make Money Online Programs Don't Get Scammed - Read This Now!".

You may think that keywords are really important but through viral marketing this is not the best bit. The cream is when you have endless people passing your products around the net for free without you having to lift a finger. Those affiliate links will be earning you money and the links through to your opt-in page will make you the happiest ever marketer alive.

But why would they do this for you?

It is rather simple – they want something of quality to offer to their customers. If they have an autoresponder sequence eventually they will run out of items to put in the messages or your particular report will fit in nicely with the niche that they are involved in.

It is just like with the articles that you regularly submit to the likes of ezinearticles.com or goarticles.com if you had a good look around Google you will find Blogs that had reused them for relevant content. If you are in the habit of writing one new Blog post a day, fives days a week after a while it can be hard to control your writers block and this would be a really good way to get useful content for free.

So to start your viral marketing you need a title that stands out from the crowd.

IT MUST HIT THE NAIL ON THE HEAD

If you don't take advantage of the title, even though your report could do well it would never reach the heights that it is capable of. So you would risk seriously missing out on quality customers that through a very simple method are waiting to see your products.

Take Blogging as an example "The Ultimate Blogging Guide" doesn't have the same effect as "How To Get Your Blog On Google Within a day".

There is also another angle that you can take and that is the hard hitting crazy type. You want to make people think by the title of your report and most importantly you want those that read it to pass it on to their subscribers and by going this way about it you get the best results.

So for the ultimate hits a title like "Break Into The Blogging Niche" or "How To Make Your First \$250 From Blogging".

Through titles like this you get the attention of the reader and at the same time manage to throw in a little entertainment. It is like when you buy a novel from the supermarket you want to be entertained enough to read the next page and not just get bored and leave it on the bookcase.

I am a regular on The Warrior Forum and through having a link "how to make your first \$250 online" I get a huge amount of customers as they are looking for something just like this that can make a real difference to their lives.

My "Twitter Sneakiness" has sold thousands of copies because the title stood out from the crowd and wasn't just called "The Ultimate Twitter Guide". Don't be frightened of what to put as the more it stands out the better it will be.

There is also the point that you want to be unique so that people will remember your e-book. If you have a similar title to someone else this will no longer be an option.

If you have a title that is one word apart from a successful marketer's product you will spend too long fighting for a decent position on Google and it will make your whole effort a complete waste of time.

Imagine you are in the diet niche and your main product is an e-book about how to implement new exercise into your life. Through your free

report it could be Top Ten mistakes people make when they start exercising.

A good title that you could create could be:

Exercise Horrors – The 10 most common mistakes people make with their exercise plan.

Then anyone that was interested in this particular niche would jump straight on board to grab a free copy. But if it didn't have a decent title the likelihood is that they would head straight to one of your competitors.

You will then hit them with your sales page through to different ways:

1. A link to your home page where they can buy the full e-book along with your ClickBank payment button. Plus the chance to affiliate the product if they wish to do so.
2. On the page that they enter through they will be given the option to enter their email address in order to claim the free copy of your brand new report.

So you will either have the option of gaining a sale or getting a new subscriber on your niche mailing list. If you are really lucky the person that is visiting you will be looking for content for there own Website or Blog.

So once you have decided on the title for your niche e-book you need to plan the content to include inside it.

In general it should be 10 pages long, most of my niche ones come in at anything from 8 pages through to 15 but if I had a perfect number I would always say 10. Once you have taken off the front page, the introduction and conclusion this would leave you with seven pages for planning the main content.

When you do the front page make sure that you include a picture to your main product or a link and that it stands out. If it is too small and not highlighted people will bypass it without giving it much thought whatsoever.

[Back to the main content you have two really good choices:](#)

You can either use the content that is available to you on Google or you could create your own from scratch or get a ghost-writer to do it for you.

My favourite cheap alternative is to hire a cheap article writer and get seven to write one small article and then include them altogether to make one powerful report. If you look around the internet you will find many that will write a small article for you for \$4.00 each. So for less than \$50 you can have your very own report ready without putting any real time into it.

For the second choice have a look on Google and find a few good quality points for your “mistakes” and as long as you include their Bio there is nothing wrong with copying them. You then have the chance to have several different points and you could even say that it has come from a range of experts in the subject.

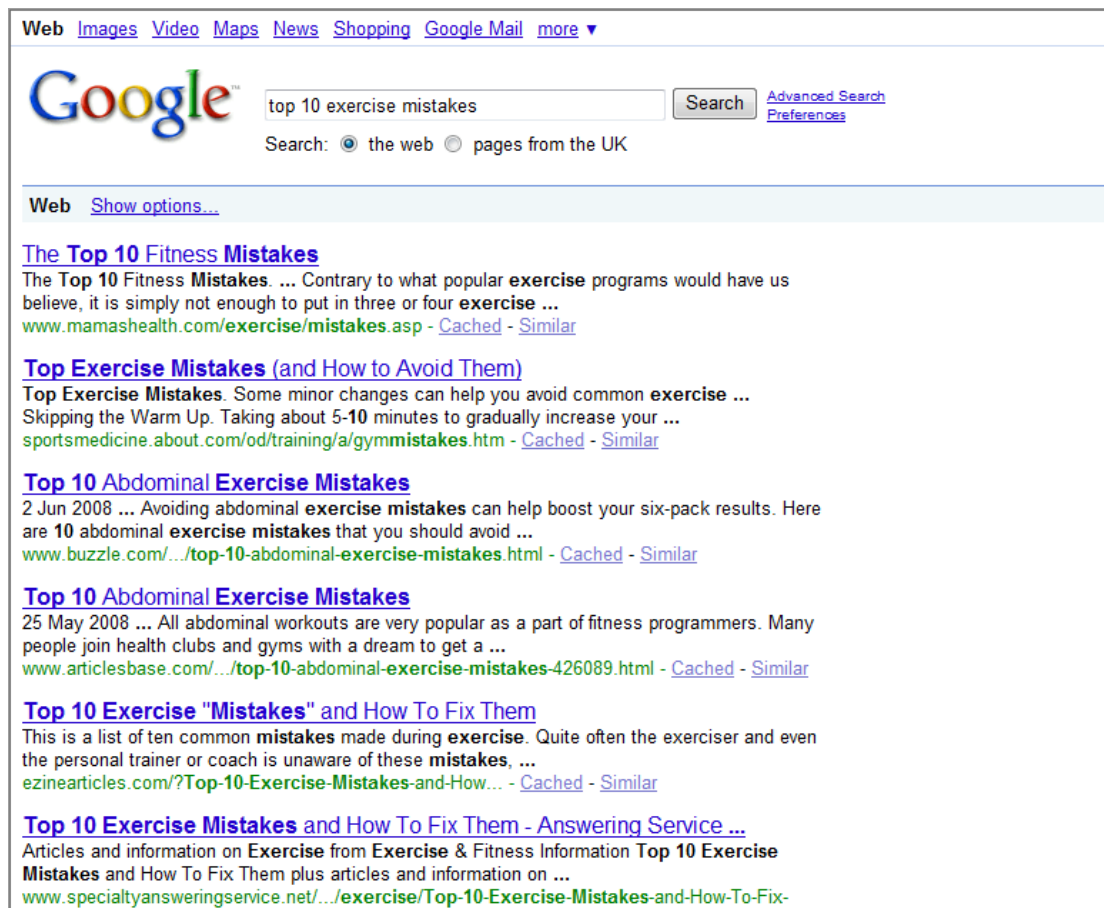
The original authors love this as it is getting their name and brand about on the internet.

[Here are the results on Google for the search term “Exercise Mistakes”:](#)

The screenshot shows a Google search interface with the query 'exercise mistakes'. The search results page displays several links, including 'Top Exercise Mistakes (and How to Avoid Them)', 'Common Exercise Mistakes - Why Workouts Don't Work - Avoid These ...', 'Workout Tips: Common Exercise Mistakes', 'Don't let exercise errors stand in your way', 'Exercise mistakes', and 'The Top 10 Fitness Mistakes'. On the right side, there are sponsored links for 'Start Fitness', '5 Tips for a Flat Stomach', and 'Exercise & fitness tips'. The search results indicate approximately 13,800,000 results for the search term.

As you can see they would all fit in with the feel of the report and provide you with really good content for your report. You could also visit ezinearticles.com and search their listings for similar content.

Like it or loathe it “Top Ten” or “Top 10” is searched constantly on Google and this is the place to be with your viral reports by looking at what other people do you could use their content as part of your points. If you look at the search engine results below you will see that most of the results come from actual articles:



The screenshot shows a Google search interface. At the top, there are navigation links for Web, Images, Video, Maps, News, Shopping, Google Mail, and more. The Google logo is on the left, and the search bar contains the text "top 10 exercise mistakes". To the right of the search bar is a "Search" button and links for "Advanced Search" and "Preferences". Below the search bar, there are radio buttons for "the web" (selected) and "pages from the UK".

The search results are listed below, each with a title, a brief description, and a URL with "Cached" and "Similar" links:

- The Top 10 Fitness Mistakes**
The Top 10 Fitness Mistakes. ... Contrary to what popular exercise programs would have us believe, it is simply not enough to put in three or four exercise ...
www.mamashealth.com/exercise/mistakes.asp - [Cached](#) - [Similar](#)
- Top Exercise Mistakes (and How to Avoid Them)**
Top Exercise Mistakes. Some minor changes can help you avoid common exercise ...
Skipping the Warm Up. Taking about 5-10 minutes to gradually increase your ...
sportsmedicine.about.com/od/training/a/gymmistakes.htm - [Cached](#) - [Similar](#)
- Top 10 Abdominal Exercise Mistakes**
2 Jun 2008 ... Avoiding abdominal exercise mistakes can help boost your six-pack results. Here are 10 abdominal exercise mistakes that you should avoid ...
www.buzzle.com/.../top-10-abdominal-exercise-mistakes.html - [Cached](#) - [Similar](#)
- Top 10 Abdominal Exercise Mistakes**
25 May 2008 ... All abdominal workouts are very popular as a part of fitness programmers. Many people join health clubs and gyms with a dream to get a ...
www.articlesbase.com/.../top-10-abdominal-exercise-mistakes-426089.html - [Cached](#) - [Similar](#)
- Top 10 Exercise "Mistakes" and How To Fix Them**
This is a list of ten common mistakes made during exercise. Quite often the exerciser and even the personal trainer or coach is unaware of these mistakes, ...
ezinearticles.com/?Top-10-Exercise-Mistakes-and-How... - [Cached](#) - [Similar](#)
- Top 10 Exercise Mistakes and How To Fix Them - Answering Service ...**
Articles and information on Exercise from Exercise & Fitness Information Top 10 Exercise Mistakes and How To Fix Them plus articles and information on ...
www.specialtyansweringervice.net/.../exercise/Top-10-Exercise-Mistakes-and-How-To-Fix-

Once you have written your report you will need to add a few images to make it look presentable and convert it to a PDF file. I personally use Open Office as it is free and has a built in PDF converter that is very good.

Many people I know have shelled out for Adobe but there really is no need as there are plenty of free alternatives.

Once you have done this you need to get it out there for the world to see. I always start off with a [Warrior Special Offer \(WSO\)](#) as it gets me up there straight away and I get a lot of downloads from it. The last one I did about a fortnight ago I had over 1,000 downloads. In general I get between 750-1500 downloads but it can vary based on what the product is about and who is on there on that particular day.

Once you have done this I thoroughly recommend adding it to www.scribd.com as it is totally free and the results are amazing.

You can then follow it up with a couple of Press Releases, a few Articles and Bookmark everything that you have done.

Apart from Scribd I really don't bother with free e-book submission sites. I have tried all kinds of them over the years and have not got any decent results and it has felt like a complete waste of my time. When I posted a free e-book that I had gained Private Label Rights to recently I was surprised that without even bookmarking it I had over 1,300 hits in the space of a week.

Finally to make money from it you should be looking into turning your report into your own mini income stream through affiliate links. Don't over do it as people will be seriously put off by it but if you are explaining ten mistakes to avoid when building a website a Hostgator banner will look great on it.

Or if we are explaining how to use Aweber we will highlight it to make it stand out like this:

[Aweber](#)

At the end it always looks really good when you do the following:

Thanks for readingif you liked this you will love.....

If I don't have enough products of my own at this point I will send them to a ClickBank product.

You may find this really scary at first but the more reports you get out there the bigger your name will become. Internet Marketing is all about getting your brand out there. So gets it moving quickly so that you can enjoy the rewards that Viral Marketing can offer you.

NOW PUT IT INTO PRACTICE

1. Come up with a great title for your new report that will stand out from the crowd.
2. Create a really good front page with a link back to your other products or an affiliate product.
3. Create the rest of the ten page report whether it is through outsourcing, article directories or Google.
4. If you can't find something that fits your image use PLR.
5. Convert it into PDF and get a nice e-cover done for it.
6. Submit it to WSO or other related forums to get the download numbers moving to the figures that you require.
7. Include it in your signature on forums.
8. Include any affiliate links that you believe will enhance the product and make you long term money from it.
9. Upload it onto your server so that it can be easily downloaded.
10. Contact people with mailing lists and ask them if they want to offer it to their lists.

And last but not least.....

11. Go and implement it!

See you next month

Samantha Milner

Samantha Milner

Author – The Ultimate Fast Track Tutorials

Sign up at <http://www.dsm-publishing.co.uk> and receive the new fast track tutorials direct to your inbox.