

MyspaceTippingPoint.Com



Viral Marketing On Social Networks:

Presenting a viral marketing platform specifically for Myspace.com.

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Section one

1. Why you should consider using Myspace.com:

Myspace.com is currently the largest social networking site online. It boasts of over a hundred million profiles, and has users from every part of the globe. It is owned by Newscorp, one of the largest media conglomerates in the world with an annual revenue well over 23 billion dollars. With this kind of parent company at the helm, and with Myspace.com adding on average 230,000 new users a day, Myspace.com positioning is essential for the internet marketer seeking to establish a professional persona online.

The reasons for Myspace.com's success are due in part to the ability of its users to customize their page using XHTML/HTML and CSS. In addition, embedded media from sites such as youtube.net and video.google.com can help any user create a page that reflects their personality and interest without extensive knowledge of code. Advanced web developers can create some truly stunning web presences very quickly, while someone who has just finished a course like the one provided at myfirsthtml.com would be up and running a professional online persona in minutes.

This scalability across beginner to advanced coders is one of the primary reasons for Myspace.com's incredibly quick growth, and will continue to be a key feature in its ongoing success. By leveraging what skills you already have at your disposal, and by incorporating a few of the secrets I'm about to reveal, you can grow your network within this social arena at an incredibly fast rate.

2. What you are designing your profile to do:

“Manipulators spend a great deal of time creating a façade, but persuaders create a persona, a carefully crafted part of themselves that allows them to interact with others from a position of power and influence. A persuasive persona is an accepted part of who that person is.”

Dave Lakhani, Persuasion (John Wiley, 2003)

Your Myspace.com profile is the hub of your online persona. Knowing your niche and what cultural identifiers they are most likely to congregate around is a key factor in how you will be presenting yourself on Myspace.com. This profile page is not a façade, nor should it be. The persona is the part of you that creates the story, and this page should exist as the vehicle that relays your story. This profile will become your platform for staging upcoming viral marketing. Viral marketing is the low-cost introduction that prepares your target market for direct response marketing.

This profile is intended to become a source for an ongoing narrative. You create a friendly footing within social circles that exist around your niche by presenting yourself as a part of the niche. This marketing model is based on a three-step linking process, and any sale will occur on one of two different three click series.

Because Myspace.com, at its most functional level, runs on the growth pattern of friends befriending their friends friends, you want to appear interesting enough that strangers will befriend you. Most importantly, you do not want your profile page to alienate your niche. (This is ESPECIALLY important!!)

In fact, because of the explosive growth rates of Myspace.com, if you have a Myspace.com profile up right now that you haven't put much thought into, and it reveals things you'd rather your target demographic didn't know, TAKE IT DOWN NOW BEFORE YOU READ ANOTHER WORD!

3. The Process of Building an Optimized Myspace.com Profile

First, set up a profile. Myspace.com requires a valid email address, and this address and your chosen password will be your keys into your Myspace.com profile. For Myspace.com to be most effective you should treat it as the place on the net where you let your hair down a bit, where you're just being yourself. People will respect the 'job' you hold, so long as it doesn't overly appear as if you're on the 'job' in your profile.

This plays into the three-step linking. As you fill out your profile, you will want to create

links to your websites and companies. In the fields where you enter descriptions, you can place hyperlinks, enabling you to create a link directly to your squeeze pages, your books, or whatever else you wish to permanently highlight.

Once your profile is fleshed out, and you can include as much or as little about yourself as you wish, you can then move into the customizing of the profile's appearance. There are a number of quick third-party sites that provide CSS generation for quick and easy code. Of these, I've found the two most user-friendly, while remaining flexible enough for a wide variety of layouts, are at <http://mygen.co.uk> and <http://strikefile.com/myspace/>

I would suggest using one of these free editors rather than wade through the hundreds that are out there.

During the design stage you will have the opportunity to use background images, to change the transparency of the different tables on which your information rests, and to adapt the look and feel of your entire profile. Keep in mind that you want your page accessible. This means you should design it for the individuals who may rely on dial-up. No background image should take more than twenty seconds to load over a modem connection. A good rule of thumb is to keep the .jpg, .png, or .gif file between 200 and 300kb.

Amy: I got distracted on the Horror Babes page

Me: what caught your eye on horror babes?

Amy: the whole page

was looking at all the pix and all the vid clips

Video clips on a profile page hold interest. They keep the viewer on your page for the duration of the clip. One of the coolest things about video.google.com and [you tube.com](http://you.tube.com) is that they allow you to embed video clips on a Myspace profile or bulletin or blog entry with a bare-bones understanding of html. Myspace.com also allows you to upload videos, and there are a number of other services online.

It is important to consider the aesthetic of the page during this stage. You want to grab and hold attention. You should dazzle each visitor to your page with images that hold their attention. Again, you want your page to be interesting enough that strangers will want to befriend you. If that person can't load your page because you've overloaded it with images, music files that launch automatically, and streaming video, they will back right up and go elsewhere.

Remember, you can always present content in other ways through your profile once it is up and running.

4. How to Build Out to Your Niche, and Establish a Network of Friends

Your intention is to build social proof by adding people in such a way that they will be receptive to you online. You also should find a way to automatize the friend-adding process.

I've been testing software that provides an interface for Myspace.com that greatly speeds up the friend adding process. There are a number of bots on the market that will allow you to add friends, but the one I'd recommend is Space Station, available from <http://www.bottower.com/>. It allows you to scrape all the profile id's from friend pages, then automatically add them one after another. It also allows you to send a comment to each person in your friends list, or to send a duplicate method to all of your friends, up to the limit of messages per day that Myspace.com allows.

There are advantages and disadvantages to the use of atomization. There are a few ways in which you can maximize your experience using this software. When targeting a niche, look for groups or clusters of individuals around similar nodal points that also seem similar to your desired or pictured target market. Space Station allows you to use google to search for profiles that include specific keywords, which can rapidly speed up the initial accumulation of friends.

It is important to join an existing conversation your market is already having, rather than start a new conversation about your topic. Fortunately, finding a conversation to join is very easy when you are using Myspace.com, which has many groups covering every conceivable topic. There are also forums where specific questions can be asked and addressed.

Using your online persona as a presence, an avatar or vehicle through which conversations will occur, you can position yourself in such a way as to increase social interest. It's possible to place classified ads, to set up events, and to network via IM and email within Myspace.com as well. Present yourself as someone with something to contribute to the conversations. The more active you are in the groups, the more likely people will be to befriend you and look at your profile. Provide useful information on the forums, and people will also befriend you and look at your profile. Be the coolest profile on the net for your niche, and people will give you their attention.

And once you have the attention of the niche market, you've got the platform upon which you can present your pitch.

5. Maintaining and Managing An effective Online Persona

While I have already mentioned a host of ways to present yourself within Myspace.com, the most effective way is to simply leave comments for other people. One of the most interesting approaches I've seen has been that taken by a profile which only promotes success quotes. Every day or two the person behind the profile uses a automated software to put another uplifting quote on all of their friend's profiles. These inspiring quotes are hardly offensive, do not directly link to a squeeze page, yet help keep that profile very visible within the greater community.

Each comment provides a link to the profile that leaves the comment. There is enough video footage on the profile to retain viewers for an extended period of time. The products and services are displayed between each video. These links lead out to a squeeze page hosted on the company's servers. Having a new comment put on all their friend's pages every day insures that there will always be a constant stream of individuals looking at their profile, increasing the likelihood of sales.

Space Station, the software I previously mentioned, available from <http://www.bottower.com> allows for this kind of automated commenting. Using it consistently, and connecting the comments with your profile's overall tone, will dramatically increase your presence in the overall community. This doesn't simply effect sales, but can also be used to leverage online presence of politicians, of musicians, comedians, films, books, or whatever else you may wish to spread via a social network.

It is important that I emphasize that I have used a few different methods of attracting and acquiring friends on Myspace.com, and that my endorsement of Space Station is entirely due to customer satisfaction with this product. I'm not selling this through an affiliate link in this pdf. I do not expect reimbursement from Bottower for having promoted their product. It is simply the best software for a novice to Myspace.com who is interested in creating a profile with massive reach and mass appeal.

6. How Viral Marketing and Direct Response Branding Relate to Your Online Persona

By developing a ongoing relationship with your customer base, you are developing a steady stream of revenue. Properly positioning yourself to be most appealing to your niche, and preparing the way for your customer base to relate to you as an individual is essential to

generating an ongoing passive revenue stream. Learning how to leverage these secrets can dramatically alter your financial status permanently. To effectively spread a memetic advertisement it must be simple enough to jump from person to person in casual conversation.

The initial point of entry for any viral campaign must be a point of conflict. A point of conflict can be any ongoing debate, a crisis point in society as a whole, or a manufactured conflict created for marketing purposes. Into these conflicts you present your presence, and your idea, which flavors the context of the conflict. Your online persona is that which presents these ideas, and you then create nested layers behind your persona that perform direct response marketing.

Ben Mack has changed the face of Direct Response marketing, and the implications are only now being felt. I will not go into the proprietary communication technology of Ben Mack's 'Think Two Sales Ahead' seminar, as it is outside the scope of this paper. (<http://www.thinktwsalesahead.com>) I did attend, and the understanding I brought away from that three day intensive workshop caused me to see that the online persona is not only the platform from which viral marketing begins, but is also the fulcrum from which you begin to leverage your personal brand.

7. Your Persona Is Not Your Sales Pitch

This is the most important point. You are not designing your profile page to be a sales pitch. In fact, if you deliberately overload your profile with pitch, or load it with google ad sense or text links with referrals, it is likely that Myspace.com will actually pull the plug on your profile. People want to befriend a person, they are interested in who you are before they are willing to look at what you do. If you are an online marketer, that's fine. So long as you aren't directly selling to them from your profile. Instead, you are building on a three-click sales model.

Click One: An individual goes to your profile from another page.

Click Two: They go to a squeeze page from the html embedded in your profile

Click Three: They sign up for your direct response email list and are presented with a One Time Offer pop-up.

By following this model, you will find it unbelievably easy to rapidly grow the base of first-time viewers, as well as build a collective pool from which to grow your direct response email list.

Section Two

1. How Successful Online Viral Marketing Depends on Establishing Places for 3 Archetypal Entities

This is the first of seven parts that outlines what you will want to understand to develop a viral marketing strategy. The most effective way to ramp up your sales is to apply viral marketing techniques over a period of time.

Before I go on, I want to make very clear what the words I will be using mean in the following contexts.

An element can be a piece of marketing, a product, an article reviewing the product, a niche-related update, or any other piece of digital media available through your social network. When every element is announced online, each individual element should be announced in three separate, yet interlinked 'places'.

The next word you will need to understand is archetype. I'll be presenting three archetypes that are absolutely essential to developing an integrated viral campaign. Those archetypes are the Maven, the Connector, and the Sales Entity. When you are done with this course,

- 1) You will have a Sales Entity, which can be you, but could as easily be a personified logo of some sort, who will receive the payment.

- 2) You will have a Connector, who you will use to create a web presence in a large social network.

3) You will have a Maven, who will present and collate the very latest news and ideas of interest to your target niche.

'Places' can be web sites, profiles, online scrapbooks, channels, lenses, or social bookmarking tags where you control the context and the content of what visiting traffic will see. One of these 'places' should be a web presence devoted to the archetype of Maven within your target niche. The second 'place' should be a web presence of an archetypal entity that is a Connector within your niche, and the last should be the web presence of a niche Sales entity.

A Sales entity is an avatar of your company that is enabled to receive payments from online visitors, and who presents the social traffic with the products you are selling. This is the entity that gets you paid.

To review, you have the Sales Entity, who can be you, or a personified logo who completes the online transaction. You will have a Connector, who you will use to create a web presence in a large social network.

This is a strategy that is very malleable. Each one of these three places should be linked to the other two. Different elements should be highlighted by one of the three archetypes, but should be referenced by all places each time it enters your social net.

In the next lesson I will be using specific examples using myspace profiles to show how these different elements come into play.

2. How to Best Build a Viral Marketing Platform of Your Own on Myspace

Before you start reading this session, sign up for at least one Myspace.com account.

This is the second of seven parts that outlines what you will want to understand to develop a viral marketing strategy.

In this session I will be explaining to you how to use each of the three archetypes you design to navigate a social network.

Before you read any further, you may wish to open up and create a profile on myspace.com.

Fill out as much of the profile as you'd care to fill out, but be sure to check 'Networking' when presented with the option to do so during the sign-up session.

By the time this training is complete, you will have created three profiles, but for now simply familiarize yourself with the features and home page of your profile. When you're ready, come back to this text, and I'll bring up the three archetypes again.

Okay.

Now that you have a Myspace presence, you will realize that it leans towards one of the three archetypes.

1) A Sales Entity, which can be you, but is charismatically inclined to complete a transaction.

2) A Connector, which is naturally aligned to create a web presence in a large social network.

3) A Maven, who instinctively collates the very latest news of interest to your target niche.

Whichever archetype your first Myspace profile seems to fall into is quite probably the type of individual you actually are, and if you are in the position to do so, you may want to find two other individuals to assign to the two other Myspace personas. However, this can still be accomplished effectively by one individual, and it is to this end that I intend to direct the rest of this training series.

If you are creating a profile as a Maven, you will want to look into creating a profile that responds in the Myspace Forums about topics related to your niche. You will want to direct the rss feed of your blog to your Myspace profile. You should consider posting to your Myspace blog, and making the RSS feed available to your own web site to generate cross-traffic. In network and social theory, a maven is someone who has a disproportionate influence on other members of the network. The role of mavens in propagating knowledge and preferences has been established in various domains, from politics to social trends.

If your profile is that of a Connector, begin by learning to navigate the connections that develop across the profiles and linked friends. While only one in several thousand people might be thought of as a true connector, leaving comments that are polite and jovial is a good way to start developing a connector profile. And as your network of friends develops, take the time to leave positive comments on your friends blogs on their birthdays. Over the

course of a year you will have created positive reciprocity throughout your friend network. Respond warmly to emails you receive, and present information from the maven and the sales profile slowly over time.

If your profile is that of a sales-oriented archetype, you will want to focus on presenting the narrative of your pitch. Develop your profile as the place online which identifies you as both an individual or as the sales entity with it's own developed persona. When the elements are all in play, the Sales profile will be routing traffic directly to the squeeze page or the sales page.

For more about squeeze pages, list building, and more, check out Tellman Knudson's product: <http://www.listwisdom.net>

To understand the effect of your profile, it would be easiest to look at a number of other profiles first, and ask yourself what you notice, what you click on, what draws your attention. Your profile is an aggregate of the media you present in your place on myspace.

Remember, the quickest way to grow a vast number of friends on myspace is to ask people to befriend you. You don't want to alientate them when they come to see who the stranger is that asked to befriend them.

In the upcoming third session I'll explain, point by point, which steps you should take to create a profile on myspace, as well as give you a special list of terms to help design each of the profiles you'll be working on.

In the meanwhile, your homework is to look at http://en.wikipedia.org/wiki/List_of_Internet_phenomena#Non-celebrities and think about why each of these individuals became an internet phenomena!

3. Building Your Profiles

Before you start reading this session, sign up for at least three Myspace.com accounts. You should have one from last session, so that means make two more now.

You will need three different valid email addresses. If you do not have multiple email addresses, I'd advise getting one from gmail.com, or yahoo.com, or from lycos.com. I personally like having experience in different online email programs, and if you haven't tried several yet this could be a good time to do so. Regardless, you will have to have established three Myspace.com profiles before you read any further.

This is the third of seven sessions that outlines what you will want to understand to develop

this particular viral marketing strategy.

PART 1

First, open two browser windows.

Now on one open:

<http://mygen.co.uk/index.php?page=create>

On the other open:

<http://www.strikefile.com/myspace/>

Either of these generators will produce CSS templates to customize your profile on Myspace.com. I recommend the first one at Mygen.co.uk, but not all browsers may support this, which is why I include links to Thomas' Myspace Editor V4.4 at Strikefile.com.

Both of these have the same primary options, so each of the following steps are basically the same for each profile generator. Follow the tabs as I take you through each step. Use whichever of the two editors that appeals to you, and sign into Myspace.com with the browser window you aren't using so you will be able to paste code into your profile once you finish this first part of this session.

First you will be designing the background of your page. If you have a file online you want to use for a background image, then you will want to put that URL in on this tab. If not, then select an appealing background color and proceed to the next tab.

Second you will want to set up either your text or your tables. In mygen.co.uk you can see the results of each change by scrolling down, and you will be designing your tables. In Thomas' Myspace Editor you will be designing your text links, but you do not have the ability to see the changes as you go along.

The third step will be to do the text links if you are working with Mygen.co.uk, or tables if you are working with Thomas' Myspace Editor.

Fourth, you will want to design the color of your sidebar. Not all browsers support this option, so feel free to skip over it. [Http://www.mygen.co.uk](http://www.mygen.co.uk) also allows you to edit your profile in other ways, such as hiding parts of your profile or changing the cursor.

Fifth, click get the code. Highlight the code, and paste it into your Myspace profile.

Be sure you are signed in to your Myspace profile, then from your home page you click on 'Edit Profile.'

Paste the code from the profile editor into the box that says "About Me."

Save the changes, then look at your profile to be sure that you pasted the code properly.

Now that your code is on your first profile, repeat this process for the other two profiles you are creating before moving into the second part of this email.

PART 2

The second part of building a profile is adding friends to your profile. There are seven basic ways to find interesting people to add to your profile:

- 1) Use the MySpace Search Function to locate your target niche's prominent profiles and then send them a friend request.
- 2) Once you find a few interesting profiles, look at the comments others have left on their profiles then add the most appropriate people, based on the comments that they've left on these profiles. Like-minded people will already be networked and you can use this fact to rapidly explore already existing networks
- 3) Learn what comments your niche seems to respond well to from the previous step, and begin adding comments to profiles with a note and a link about how they can find more info to help become familiar with your profile
- 4) Create ongoing dialogs with people who already have large lists of friends. If you notice that you are emailing with someone or are messaging in groups with someone who already has a large list of friends, you should make a point of commenting on their profile.

Your comments already provide a link back to your profile, so this is an excellent place to reveal elements of an ongoing conversation to entice that profile's friendship base to become more familiar with your own profile.

5) Become an active participant in groups. By becoming an active contributor in a group devoted to your specific niche or otherwise relevant parts of the group's overall structure, you will draw new friends to your profile at an ever expanding rate, while providing you with excellent area from which to find people to add to your own pool of friends.

6) Become prolific in myspace forums, which is an area where questions are raised and answered. If you can't find a question you can answer, then ask a question. Either way, search through the forums asking and answering questions related to your specific niche, and along the way you will be generating interest in your new profile.

7) Send out invites to people who don't have profiles yet. This is by far the easiest strategy, and can be done quite quickly from your own contact databases from within Myspace itself. Along the top bar there is a link for Invite. This link will lead you to the same screen you saw when you first created your profile, where you can import contact lists from your email service and send out an email to all your contacts inviting them to join you on myspace by building their own profile.

Each of these steps taken by themselves is going to dramatically place each of your three profiles into an area of high visibility within your targeted niche. Using all seven in tandem is a sure-fire way to seed your own sub-network within myspace!

4. Presenting your Profiles: Identification with Various Media

This is the fourth of seven parts that outlines what you will want to understand to develop a viral marketing strategy.

By now you have three specific profiles on Myspace, each one reflecting one of the three archetypes I outlined previously.

In the best case scenario you have a different individual managing each profile, but I will assume that you are personally in charge of controlling each of these three profiles. Remember, with Myspace you are presenting each of these profiles as a discrete 'place' within a larger network.

Your Connector profile should be used to bring people into your network. Also for your Connector profile, you want to establish a piece of code you can leave on other profiles in the comments section for those profile's birthdays. For a quick way to generate the html you can use a content generator.

Open a browser window and enter this URL:

<http://mygen.co.uk/index.php?page=generators§ion=content>

This URL is a WYSIWYG html generator designed especially for creating html text to put into the comments section of Myspace profiles. If you want to include images or embedded video in a comment, you would need those elements to be hosted online, either on your own server or through some third party.

For your Sales profile you want to practice your copywriting skills. Break out some copywriting templates and develop a narrative that markets to your niche.

If you followed through with purchasing and studying the set-by-step directions Tellman Knudson lays out in My First List then you already have the code to put an opt-in box on your profile for your list (for more on list building, go to <http://www.listwisdom.net>).

Your Maven profile might be the easiest profile to manage once the content is in place. The Sales profile and the Connector both require constant attention for each product launch, and to help the network grow. The Maven profile simply needs to be 'in the know.' This profile can be quickly designed using RSS feeds, by embedding video from youtube channels, and by linking to scholarly articles or Wikipedia entries that apply to your various offers.

I would also use this profile when answering questions in the Myspace forums that are relevant to your niche, or in making comments on Myspace groups that reveal a knowledge base those in your niche might value.

Here are some things that if you can imagine yourself keeping in mind, you will find that

they help clarify the role and the information your three profiles present. Tap your gut and intuition and work backwards from your goal for each profile. Avoid negative feelings on your profile, carefully analyze both the text you put in and the media you present from your profile. Follow your bliss.

In the next session, we will be looking at ways to automate and manage these three profiles most effectively.

5. What's New in Profile Management Software

This is the fifth of seven parts that outlines what you will want to understand to develop a viral marketing strategy.

Politicians, Actors, and professional talent agencies are already positioning these very same style of sub-networks into Myspace. What I am revealing is the structure against which they also are working.

Myspace.com is currently the largest social networking site online. It boasts of over a hundred million profiles, and has users from every part of the globe. It is owned by Newscorp, one of the largest media conglomerates in the world with an annual revenue well over 23 billion dollars. With this kind of parent company at the helm, and with Myspace.com adding on average 230,000 new users a day, Myspace.com positioning is essential for the internet marketer seeking to establish a professional persona online.

These profiles are intended to become a source for an ongoing narrative. You create a friendly footing within social circles that exist around your niche by presenting a small network as a part of the niche. This marketing model is based on a three step linking process as I described in the first section, and any sale will occur on one of two different three click series within your viral platform.

Because Myspace.com, at its most functional level, runs on the growth pattern of friends befriending their friends friends, you want to appear interesting enough that strangers will befriend you.

Most importantly, you do not want your three profile pages to alienate your niche.

Your intention is to build social proof by adding people in such a way that they will be receptive to you online. You also should find a way to automate the friend adding process.

I've been testing software that provides an interface for Myspace.com that greatly speeds up the friend-adding process. Software such as this acts as a way to manage several profiles easily and efficiently. The profile management software I recommend is Space Station, available from <http://www.bottower.com/>

Space Station allows you to scrape all the profile ID's from friend pages, then automatically send friend requests to each of the ID numbers it gathers.

Profile management software also allows you to send a comment to each person in your friends list, or to send a message to all of your friends. Myspace does limit the number of messages per day that you can send out, and Space Station allows you to set a limit to prevent you from going over that amount. There are advantages and disadvantages to the use of atomization. There are a few ways in which you can maximize your experience using this software. When targeting a niche, look for groups or clusters of individuals around similar nodal points that also seem similar to your desired or pictured target market. Space Station allows you to use Google to search for profiles that include specific keywords, which can rapidly speed up the initial accumulation of friends.

It is this kind of intensive reputation management that organizations and individuals in all public arenas are devoting resources to maintaining, and familiarizing yourself with the tools is essential to becoming successful in these social networks.

In the next session I will explain how you can maximize the profitability of each of your three profiles, by using them in different ways to have a conversation with your target niche. I'll show you how you can leverage the skills you already have at your disposal, and reveal some secrets along the way!

6. Leveraging Points of Conflict in a Reputation Economy

This is the sixth of seven parts that outlines what you will want to understand to develop a viral marketing strategy.

In this session I will explain how you will want to maximize the profitability of each of your three profiles. How using them in different ways to have a conversation with your target niche can leverage the skills you already have at your disposal.

Ann Devere (of <http://anndevere.com/>) taught me how important it is to have a clear idea of

who you are trying to reach in her discussions on marketing blueprints. It is important to join an existing conversation your market is already having, rather than start a new conversation about your topic. When targeting a niche, look for groups or clusters of individuals around similar themes that are related to the clear idea you have of your pictured target market. Finding a conversation to join is very easy when you are using Myspace.com, which has many groups covering every conceivable topic. There are also forums where specific questions can be asked and addressed.

Using each profile as a vehicle through which conversations will occur, you can position each profile in such a way as to increase social presence of your viral platform.

As a Maven, present yourself as someone with something unique to contribute to the conversations.

As the Connector, the more active you are in the groups, the more likely people will be to befriend you and look at your profile.

As the Sales entity, provide useful information on the forums about related products to what you will market, and link to the external point of purchase.

People will give you their attention when you join their conversations. By carefully approaching each conversation online from the appropriate profile, you can easily leverage the social network in your favor. Once you have the attention of the niche market, you have got the platform upon which you can present your pitch.

By developing an ongoing relationship with your customer base, you are digging a canal along which will flow a steady stream of revenue. Properly positioning yourself to be most appealing to your niche, and preparing the way for your customer base to relate to you is essential to generating an ongoing passive revenue stream. Learning how to leverage these secrets can dramatically alter your financial status permanently.

Using these tools inappropriately will leave you out of the loop, unable to compete with those who have mastered these techniques. Viral marketing differs from direct response marketing in some fundamental ways. To effectively spread a memetic advertisement it must be simple enough to jump from person to person in casual conversation. The initial point of entry for any viral campaign must be a point of conflict.

A point of conflict can be any ongoing debate, a crisis point in society as a whole, or a manufactured conflict created for marketing purposes. Into these conflicts you present your presence, and your idea, which flavors the context of the conflict, and helps frame the resolution.

Seeding conversations in this way helps lay the receptors down for an all-out direct marketing sales technique, and will have incredible benefits over time.

7. Presenting Your Profiles: Customizing Your Own Media Portfolio

This is the seventh and last session that outlines what you will want to understand to develop a viral marketing strategy.

In this session I want to touch on cultural identifiers, and how they can affiliate your different profiles with your target niche.

Video clips on a profile page hold interest. They keep the viewer on your page for the duration of the clip, so long as they have the bandwidth. One of the coolest things about video.google.com and [you tube.com](http://you.tube.com) is that they allow you to embed video clips on a Myspace profile or bulletin or blog entry with even a minimal understanding of html. Myspace.com also allows you to upload videos, and there are a number of other services online. There are a fair number of these servers, including niche specific sources for video materials. Simply embed the html code snippet into the place you wish to paste the video.

It is important to consider the aesthetic of the page during this stage. You want to grab and hold attention. You should dazzle each visitor to your page with images that hold their attention. Again, you want profiles to be interesting enough that strangers will want to befriend them. If that stranger cannot load a page because you have overloaded it with images, music files that launch automatically, and streaming video, they will back right up and go elsewhere.

Remember, you can always present content in other ways through your profiles once each is up and running.

Here's a short list of the places online where you can find elements to add to your profiles online. I highly recommend using your own server to store images. However, if this is not an option, you might find one of these online photo storage services useful:

<http://www.tabblo.com/studio/>

<http://www.flickr.com/>

<http://photobucket.com/>

Here are several of the best online video embedding services:

<http://www.revver.com>

<http://www.lulu.tv/>
<http://blip.tv/>
<http://video.google.com/>
<http://photobucket.com/>
<http://youtube.com/>
<http://video.yahoo.com/>
<http://www.blinkx.com/>
<http://www.myvideovault.com/>
<http://www.dailymotion.com/>
<http://www.myspace.com/index.cfm?fuseaction=vids.home>

Viral marketing is the low-cost introduction that prepares your target niche for direct response marketing. By placing video or images on your profiles, you are creating a conversation with the person who stumbles across or is led to your profile. You can hold interest and attention by presenting media that is engaging and speaks to your target niche.

You should now have three very different profiles on Myspace. Each profile is a projected identity that, in concert with the other profiles creates a story. By uploading your own media to the services mentioned above, you can customize that story to sell your products. Hopefully you followed these four steps while designing your profiles:

- 1) You knew what you do not want to present.
- 2) You carefully selected what you did want, including lists of interests, graphics, music or other audio/video components.
- 3) You cleared all negative and limiting ideas from each specific profile you made.
- 4) You kept a positive attitude so your design choices maintain a success-driven tone

Self-promotion, for whatever reason, is detrimental to social positioning. By leveraging different profiles, you can promote successfully without triggering this negative social mechanism.

Here are three tips that will help implement these profiles within the greater Myspace community, now that you are finished with this course:

- 1) If you need help, you should ask for it in the forums using your

connector profile.

2) If you want to answer a question in a forum you should use your maven profile.

3) If you want to promote your sales web page, you should link to it with your sales entity profile.

By starting from these three rules of thumb, you are well on your way to seeing how these profiles will differentiate themselves over time

You are using myspace.com because it makes it easy for new contacts to engage your services, because it guarantees future connections, because it allows you to leverage psychological space to create a dialog, because the comments become a social proof through implied personality testimonials, because over time it builds you confidence in your niche, and because it allows for reciprocal linking.

Your only job now is to extract your brand essence and amplify it through the largest social network online. Deciding on intentions, well, that's all up to you!

Final Thoughts...

I hope you've enjoyed this course and that it enables you to become successful in marketing your product through social networking. You can see the profiles I've helped promote and create by asking me. Feel free to drop me a line at wesunruh@gmail.com if you have any questions about this course for which you have paid.

Thank you!

Sincerely,
Wes Unruh

What is Viral Marketing?

