

# MySpace Secrets

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**For a Full Myspace Marketing Kit that includes 43 Groups that Don't Delete Marketing Ads plus Bonuses on Using YouTube for Viral Traffic and Secret Myspace Tips Visit:**

[43 Hot Myspace Groups for Running Ads + YouTube Viral Marketing Tips](#)

**(Even if you don't have a Myspace account you can use the YouTube and many other tips on your website).**

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# Introduction

Before we proceed , my main goal is to educate you about everything you need to know about Myspace in very

minimal time, and then get you to take action by applying the techniques in the e-book. Myspace is a phenomenal and it is also a marketers dream because it is such a large network

of individuals and provides marketers another river to market their resources abundantly. However, there is not much, if any quality information following around about Myspace so

that is why I put this e-book together. Before we begin I would like to give you a quick warm-up so that you may understand the materials once you get there. Some people are new to MySpace so the early pages of this report go into some basics before we dig into the marketing gold.

Any individual can sign up to use Myspace by opening up a free account at: <http://www.myspace.com/>.

Your Myspace profile or website indicated by: [www.myspace.com/yourwebsite](http://www.myspace.com/yourwebsite) is the place you log in when coming to Myspace everyday.

Once you log in you can check your profile just like checking an email account, you can check for new messages or new friends requests. Friends are the main theme around Myspace, the more friends you have equals the more people you can market to.

You can add friends my using various marketing techniques and you can also send a message to all your friends through

the myspace bulletin system which is one of the central marketing systems in myspace. Hope I cleared some of the basic cobwebs in the introduction, so now let's proceed with understanding myspace better, and using this system to make some nice hard cash.

## Understanding Myspace Better

Myspace, a type of social network is extremely hot right now. It gets millions of visitors to its site each day (maybe that's why it's always loading so slowly?) and it is one of the most visited websites in the world (number one most visited website in the United States). When I first joined myspace I was really surprised to see how many people were marketing their services on there. It ranged from:

- ✓ Singers
- ✓ Actors
- ✓ Models
- ✓ Small business owners
- ✓ Comedians
- ✓ Filmmakers

The main theme about myspace is to add friends and that is displayed in your profile. The reason why marketers want friends is so that they will have a range of people that they can market to; it is sort of like an email list in a sense.

Myspace was originally built for the younger audience but you can see that it's obviously changing very quickly because a lot of the older audiences roam around there. The concept with the "friends" theme is very similar to high-school so you have to step outside your normal business frame of mind and work on fitting in.

Ask yourself what do they want? It's quite simple; all they want is to feel accepted and to have friends. They are not on there to market their products; they just want to accumulate as many friends as possible and to feel good about themselves. Why do you think people post pictures and ask for comments? They want to feel good about themselves; it makes them feel more confident and happy which people

would gladly pay lots of money for but you will be giving it to them for free. Why do you think Americans spend millions of dollars each year on cosmetic surgery? Do they really need it? Of course not, but they want the attention of their peers and surroundings. So, make sure to leave comments for your friends. Be a super cool, but a super helpful friend. You shouldn't go on Myspace for the sole purpose of making money, put some thought into it first. Myspace is a business in itself, and you should spend some time to build this effectively, nothing a software program can do by itself, it needs the human touch.

Myspace is a great place to learn about the "sociological" aspects of human beings. I learn a new thing every-time I go there. I like to use Myspace to gather feedback and understand humans better because they are in a different state of mind on there. It is like my own scientific laboratory in a sense.

You have to play by their rules to make a sale, and it's usually harder to sale on Myspace because people are just not in the buying mode but I will reveal some solid marketing techniques later. Myspace is a powerful network and it is hard for someone to compete with it because of the large amount of users.

You can add more features to a social network and try to make it better than Myspace but I doubt that you will overcome Myspace, the same can be said about the other powerful social networks such as eBay. You can try to make something better by adding more features and reducing the price but being the first is something that people will always remember.

So, if you can't beat something what is your next route? You join them, so this is what we are about to do and this is exactly what a lot of other social networks have done and they used Myspace as a fuel to drive on. An example of a

social network that used myspace to fuel their burning growth is youtube <http://www.youtube.com/>. In matter of fact, the growth of youtube was so rampant that it actually threaten myspace own video resources and they wanted to disable myspace users from using the network on myspace, but the users loved youtube so much so youtube has become an exponentially growing phenomenal since. So, the next question is how can you become the next youtube and use myspace to fuel your next product launch? Well, there are some ways that you can go about doing this and I will get to them later.

Just by integrating your business around myspace you can:

- ✓ Build a rapport with prospective customers
- ✓ Generate more traffic to your website
- ✓ Build up your newsletter
- ✓ Network with people that have similar goals with you
- ✓ Use it as another free source for advertising

# MySpace Quick-start

This will take you through the very simple steps of opening a myspace account and customizing some controls.

Visit [www.myspace.com](http://www.myspace.com)-to open up an account click sign up button shown in **figure 1**.

Figure 1

The screenshot shows the MySpace website interface. At the top, there is a navigation bar with the MySpace logo and a search bar. Below the navigation bar, there are several content sections:

- myspace movies**: A yellow banner with a movie poster and the text "Check Out Movies Now" and "movies.myspace.com".
- MYSACE COMEDY**: A red banner featuring two comedians and the text "Check Out MySpace Comedy!". Below it, there is a list of links: "Gigs, Tours", "Comedy Forums", "Top Comedians", "Spotlight Features", and "Sketch Videos".
- MySpace Music**: A blue banner with the text "[more music]". Below it, there is a section for "Kasabian - Empire" with a photo of the band and the text "EXCLUSIVE".
- Member Login**: A blue box with fields for "E-Mail:" and "Password:", a "Remember Me" checkbox, and "LOGIN" and "SIGN UP!" buttons. The "SIGN UP!" button is circled in red.
- Cool New People**: An orange banner with three profile pictures and the names "Britt", "Deidra", and "BROWN EYEZ".

Figure 2

Fill out the required information.

Figure 3

The image shows the MySpace.com registration page. At the top, there is a navigation bar with links for Home, The Web, MySpace, and Search. Below this, there are three main steps: 1. create your profile, 2. upload your picture, and 3. make new friends. A large 'join for FREE!' banner is also present. The main content area features a 'JOIN MYSPACE HERE!' section with a registration form. The form includes fields for Email Address, First Name, Last Name, Password, Confirm Password, Country (set to United States), Postal Code, Gender (Female/Male), and Date Of Birth (Month/Day/Year). Red arrows point to each of these fields. To the right of the form, there is a 'Why Join MySpace?' section with a list of benefits: Create a Custom Profile, Upload Pictures, Send Mail and IM's, Write Blogs & Comments, and It's FREE!. Below this list is a privacy policy notice: 'MySpace understands that user privacy is the key to our success. Already a member? Please read our privacy policy.'

You can upload a photo, it could be yourself or any other photo that you have rights to but it must not violate myspace TOS. If you don't feel like disclosing a photo of yourself you can simply click skip this step.

If you know no one on myspace yet, you can invite some of your friends to join you by simply sending them an invitation to their email address or you can skip this step as well.

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