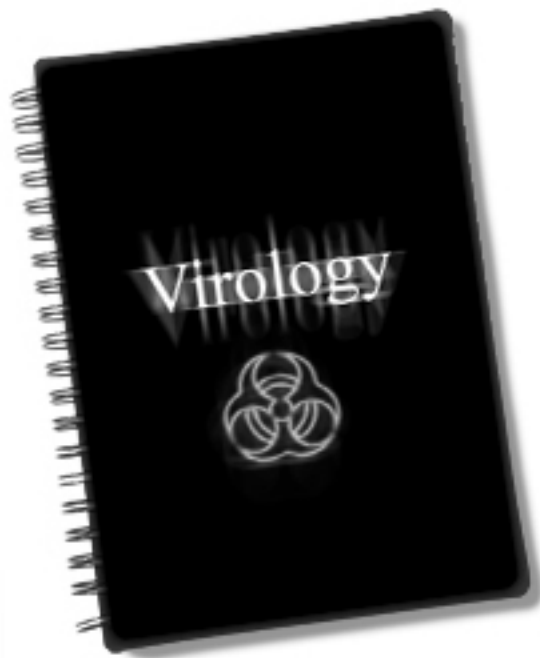


# Virology

**“The Secret Science of Viral Marketing”**



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## **I. Buzz**

- a) worth talking about**
- b) innovative**
- c) fresh / new**
- d) controversial**
- e) funny**
- f) heart-warming**
- g) taboo**
- h) secretive**
- i) anticipation**
- j) inspirational**

## **II. Pre-Viral Marketing**

- a) word of mouth**
- b) media broadcast**
  - 1. telephone**
  - 2. newspaper**
  - 3. radio**
  - 4. TV**
  - 5. internet**

### **III. Viral Marketing**

**a) define viral marketing**

**b) two forms of viral marketing**

**1. forced**

**2. hyper-viral (hotmail / site for entrepreneurs)**

### **IV. Infection Stage**

**a) maven / authority**

**b) media blitz**

### **V. Delivery Mechanism**

**a) tools**

**1. tell-a-friend**

**2. blogs**

**3. emails**

**4. viral videos**

**5. viral audios / podcasts**

**6. articles**

**7. web site**

## **VI. Scalability**

- a) maintain life over time**
- b) no crashing**
- c) don't kill the host**

## **VII. WIIFM**

- a) incentive**
- b) reason or justification**

## **VIII. Call to Action**

- a) sell product, service or message**
- b) build a list, make a sale**

***"Viral marketing is the process of implementing means or tools through which the knowledge of your existence self-propagates."***

**-Michel Fortin**

## **Introduction**

Hi. My name is Mike Filsaime. I have built my entire online business using viral marketing and the concepts laid out in this exclusive report. With virtually ZERO advertising budget, I have been able to build a business that did almost \$4.5 Million in sales in 2006 and over 600,000 opt ins in under 4 years. In the Internet marketing community, this is unheard of.

Many of the strategies used in this report can be achieved with a simple, affordable, yet powerful software tool called [ViralFriendGenerator.com](http://ViralFriendGenerator.com)

This information is about to change the way you look at your marketing. All your efforts up to this point are finally going to pay off when you put this bit of marketing genius to work for you.

The internet itself was perpetuated using viral methods, and where would you be today without it. Selling cars?

Some of the biggest marketers online are making a killing and investing next to nothing in advertising. -In the meantime, every poor Joe Somebody is trying to make ends meet and pawning the family jewels to buy more advertising.

**I am about to reveal the truth behind how I and other internet elite, invest most of our effort, to infect the minds of masses to advertise our stuff for us.**

**Interested?**

**Read on to learn how to make this infectious method work for you and blast your business up the rankings to the top.**

**Follow this manual step by step and watch whatever your promoting spread like the plague.**

**All it takes is a little creativity and a sneeze...**

# Buzz

## The idea that launched a thousand sites

In this section we cover how to find the unique aspects you already possess and turn them into a buzz worthy angle – “your viral agent”

### What Makes You Worth Talking About?

It's time to take what you have now and make it devastatingly contagious by pinpointing where to focus your effort. Take out a sheet of paper or use notepad to answer the following questions:

→What makes you or what you're doing so special?

→If you are promoting a website or a new product, what sets you apart from the crowd?

→Is there something you have noticed being mentioned everywhere that somehow relates to you? (i.e. a common thread in forums addressing an issue in your niche)

Discover a facet of what you do that might interest someone or something that sets you apart from the herd. Start looking deep for the viewpoint that makes you buzz worthy.

**Example:** What's Worth Talking About - "Wassap!" Video for Budweiser



[http://www.realityadz.com/view\\_video.php?viewkey=048d1a6f86c2c4591b7e](http://www.realityadz.com/view_video.php?viewkey=048d1a6f86c2c4591b7e)

Imagine for a moment you're back in high school. Everyone is talking about someone and rumors are spreading like wildfire. What would they say about you?

### **It's Time For Innovation...**

Now that you have an idea of where your strong and unique points are lets keep things on the edge. Another important buzz point to focus on is innovation

→How are you breaking the rules?

→Are you using any new cutting edge technology or methods?

→Have you created something that can change the market or the world?

→How are you riding the wave of a new discovery?

#### **Example: Who's Being Innovative – “Free Energy”**

<http://video.google.com/videoplay?docid=1784833525509845733&q=free+energy&hl=en>

#### **Example 2: "Innovative Beer Opener"**

[http://www.youtube.com/watch?v=boQ92CbaF\\_U](http://www.youtube.com/watch?v=boQ92CbaF_U)

If you are setting a new standard for tomorrow's horizon use this angle.

## **Is Your Marketing Fresh And New As The First Winter Snow?**

**Ground breaking and heart-stopping like the first step on the moon...Where are you going that no one has gone before? If you are the first to market or you have created your own niche all together, use it! Get your creative ideas on the road and be the navigator on the next frontier.**

**→What are you proving that has only been talked about as theory?**

**→How can you connect your promotion to something that is new and hot? (i.e. take note of what news or events are getting major publicity and ways you can link them to you)**

**→How can you open someone's eyes and ignite the fire of their interest with your latest endeavor, make it new and full of wonderment?**

**If you present new and fresh ideas or concepts or just a fresh new perspective on something tried and proven then this is you way to go.**

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