

## Start Viral Marketing Campaigns Using E-books

Viral Marketing sounds like something bad but it is actually something very good. It is, also, a powerful way to generate traffic to your website.

Think about how a virus spreads from one person to another. One person gets sick and just by sneezing they can give the virus to many more people... those people get sick and share their germs with everyone they know and the next thing anybody knows is that there is an epidemic. That is the very concept of viral marketing. The idea is to get everyone to spread your marketing message around because they want to.

Now let's look at using an E-book to start your viral marketing campaign. First you create an E-book... a really good one that has links to your website, to your sales page and affiliate links to products and services that you recommend... and you give it to three people. In the book you encourage those three people to give it to their friends and family.

Before you know it the E-book is spreading across the Internet like wild fire. Digital information duplicates easily and quickly so before you know it, thousands of people could be reading your free E-book.

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You can write the E-book yourself, use private label content or you can hire a ghostwriter to prepare the content. There are a lot of ways to create an E-book. Once you have your E-book written, use software to create your E-book.

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