How To Sell Information Products On Ebay

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How To Sell Information Products On Ebay

   Selling information products on the Internet has been one of the biggest boom markets in the last 3 years. You can see that in the number of people selling ebooks, videos, membership sites and so on, on the Internet. Back in 1996 there were under 50 people selling information products online, now in 2005, there are literally millions of sites selling all sorts of information to all sorts of people.

So why are all these people flocking to sell information products online? Because of the promise of quick money from scam artists. Most people who are selling any sort of information online are usually resellers (affiliates or people who brought reprint rights to a product) or they created an ebook themselves.

What these people don't understand is that the market is nearly saturated with the same books they are trying to sell. This of course leads to a price war, and then no one makes any money because they are all trying to undercut themselves to be the cheapest in the market. This is not a viable business idea.

So why would you want to get into creating information products and sell them on Ebay?

That's a good question.

The reason why I've been profiting from selling information products is because I make myself different. I don't go out there selling the same information, I go out there and break new ground with great products at great prices that people actually want to buy, and the best part is, I usually spend nothing on advertising.

It still really is possible to make your fortune online with information products, you just have to find 3 things.

1) A hungry market

2) A good product

3) An unrelenting sales machine

All of this will be covered in this guide.

So what exactly are you going to learn in this guide? Here's a quick run down of what I'm going to teach you, then we will get into business…

Why Sell Information Products On Ebay?

Ebay is the Mecca of online shopping. If you can't find the product or category you are after on Ebay, it's probably because it doesn't exist.

Ebay literally has millions of people with cash in hand coming into it's online store everyday looking to buy what ever takes their fancy, and this in my opinion makes Ebay the bee's knee's when it comes to advertising online.

So few people actually think of Ebay as a viable way to make money with their information products. The few who do understand its power are making their fortunes online.

Let me give you a few examples. Connect to the Internet if you have not already and have a look at the following Ebay sellers and make sure to look at their feedback and see what they have sold!

http://cgi6.ebay.com/ws/eBayISAPI.dll?ViewSellersOtherItems&userid=buying-selling-real-estate&include=0&since=-1&sort=3&rows=25

http://cgi6.ebay.com/ws/eBayISAPI.dll?ViewSellersOtherItems&userid=adminservicegroup&include=0&since=-1&sort=3&rows=25

   These are only a few examples of people doing quite well selling information products on Ebay! Of course, these people are selling Ebooks, but that's not to say you have to, and I can tell you now, there are more profitable products you can create that are a lot easier!

What Type Of Products Should You Create

There are literally hundreds of ways to make money with information products on Ebay!, but here are in my opinion the most profitable and easy to do.

Ebooks
CD's
Reports
Audio Tapes
Mp3's
Digital Videos
DVD's And VHS
Membership Sites

In all honesty, people who buy information products on Ebay seem to want to pay less than what you would if you were selling them elsewhere, on certain products. Let me explain with examples.

Ebooks

Ebooks sell well on Ebay, they just don't command a very high price. This also depends on the subject. If the information is specialized and there is no other people selling the product or the same sort of product in a specific Ebay category, you could charge anywhere from $9.95 to $29.95 for your Ebook. I find $19.95 works well.

You have to realize that while this doesn't sound like much, you have to remember that your advertising costs are basically nothing, just your Ebay listing fee. You literally have cornered the market with a few cents for an Ebay bid. Even if your product doesn't sell, you are out no more than a few dollars at most with your advertising.

If you want to create an Ebook read the next section on Ebook Tools.

CD's

I personally don't like shipping physical products that cost less than $50, and to be honest, I don't think anyone selling a "How To" CD will get over that regularly.

They do however command a lot more money than Ebooks and other non-physical products, but again, I don't really feel like creating the CD and shipping it.

This of course isn't always the case. A brand new product in a certain category would probably do very well, but it has to be great information. Let me give you an example project idea.

Real estate is a big category on Ebay and the people looking to buy real estate are going to be spending a large amount of money on their perfect property. So I doubt these people would squabble over $60 or $70 if it's going to save them thousands or stop them from making a big mistake.

Here is the real estate Ebay category link http://pages.ebay.com/realestate/index.html?ssPageName=MOPS5:HRE01

So what ideas could you put into a CD? Here are two ideas I would do myself.

1) Create a CD full of scanned printouts from free real estate magazines.

This sounds a little odd, but let me explain.

People who live in Canada and want to buy real estate in Florida find it very had to get information on real estate that they want. Why? Because real estate agents in Canada only stock real estate information on Canadian properties.

So if you were to create a CD full of scanned real estate listings from where ever live, and sold them in a CD, you would find you had a very target niche market.

It works particularly well if you happen to live in places like Florida, New York, Australia, France, and so on.

I know I'm extremely interested in buying a property in NY myself, but all I can find on the Internet is properties for rent, and to be honest, I hate looking at real estate on the Internet and searching around for hours looking for decent properties is not that fun.

2) Create a real estate retirement CD. Baby Boomers looking for that great piece of real estate to retire are searching the Internet frantically to find real estate in a great area that's not only going to be a great place to retire but also rise in price and be a great investment for their children and grand children.

A CD full of information and pictures and listings of retirement properties would do very well. All you have to do is find out what people in that age bracket are looking for and create the CD.

To do this, go to http://www.aarp.org/boards/ and ask whatever questions you have there. Costa Rica is good this time of year! Believe me.

This is the best idea I've heard in a long time, and if some one doesn't do it soon, I might break the "I don't like CD's rule and do it myself. The beauty about CD's is that they are a tangible product people can hold in their hands, but it only costs a few dollars to create. That's the upside to CD's.

Reports

These are my favorite types of products to sell online. Why? Because they take no more than a day to create and if you do it on a very profitable topic, you can sell 1000's of these reports in a few months.

The downside? You can usually get away with selling these reports for $9.95 and sometimes $19.95, and reports also lend themselves to copy cats.

Creating a report is simple.

A report basically is a small 10 to 20 page document on a certain subject. An example would be, "How to make your fortune with residual income affiliate programs". The best way to write a report is to put it into a PDF document, and I talk about this in the next section. If you want to know what a report looks like, look no further, your reading one!

Audio Tapes

Audio tapes are a great way to sell products online. All you need is the dubbing equipment and your set. These types of products can sell for over $50. The best way to sell audio tapes is also to send them the tapes transcribed into text so they can read it as well, and this adds more value to the product.

If you really want to churn out audio tapes in record time and don't want to do the content yourself, why not hire an expert to talk on the tapes for you?

Getting a professional in the field to answer your questions would have to be the simplest ways to create a product. If you were doing a book on direct mail, why not hire a guru for a couple of hours, grill him over the phone or in person, have the conversation taped, and there you go, instant product.

Most times people will do interviews with you if you give them the rights to sell the audio tape to their mailing lists. If they won't do this, then all you have to do is hire them for an hour or two, pay their usually consulting fee (a few hundred dollars should do it) and you then have no competition at all.

Mp3's

Exactly like audio tapes, but you can download them online. I don't think I need to explain to people

what mp3's are. This is an experimental option that I've only used once and it didn't work all that well. That was probably my fault as I chose the wrong subject.   If you are selling any type of technical information, mp3's probably aren't for you as it's easy to miss bits and harder for the listener to keep up. You can of course write a report with the mp3 recording and it might be worth twice the price.

I would sell a set of mp3's on a how to information product with a report for around $19.95 on Ebay.

Digital Videos

With the introduction of high speed Internet connection, downloading large files has become more accessible to more people. The advance in computer technology is also helping the rise of digital video as an important medium on the Internet and on your home PC.

Digital videos are easy to create, and do command a higher price then most downloadable products now.

If you were to combine a few video's, reports, ebooks and mp3's together and put them on a cd, you would find you had a perfect high priced product that would sell very well.

DVDs And VHS

These products sell extremely well on Ebay, and I mean extremely well. They also sell for a high price. The only problem with DVD's and VHS video's is the equipment you need to create them.

While the equipment is easy to use, it's the cost factor you have to worry about. You will also need to find a place that will duplicate them for you, and most places have a minimum order of 100 or more.   Creating the "How to" video's isn't hard, but this is an option I think would be best if you had a bit of money up your sleeve to play with.

Membership Sites

The perpetual money machine online.

Membership sites are hot, and while it's hard to sell on going memberships on Ebay to your site, due to the fact Ebay doesn't rebill monthly, you can still build a nice base of one off customers that you can then give the option of rebilling to.

If you are not sure what a membership site is, look at this example. http://www.bmyers.com

I'm a member.

Basically a "how to" membership site is a site full of content that is updated regularly and it costs you so much per month (or 3 monthly, 6 monthly or yearly) to join up.

They can range in any topic what so ever.

Tools You Will Need To Succeed

Ebook Tools

Creating ebooks now a day is extremely simple. A few tools, a bit of know how and a few bucks later and your a published author. So let's begin.

There is a lot of hoo-ha about what format an ebook should be in, either EXE or PDF and I'm going to tell you now, create your ebook in PDF format!

Why?

Because PDF is more widely accepted and Mac users can't use ebooks in EXE format.

So how can you create a PDF file for free in ebook form??

Usually you would need to buy the Adobe pdf generator software from http://www.adobe.com or

http://www.instantpdfgenerator.com which are all around or over $100.

Dirk Dupon is willing to do it for you, free, no catches at all at http://www.ebooks-made-easy.com/create.htm

He explains everything there is about creating ebooks.

A quick side note here. If you want to create your own ebook covers and graphics, there is a great free tool at http://www.boxshotmaker.com that allows you to make FREE 3D graphics for your products!

Instant CD Creator

Creating CD's today has never been easier and it's more than likely you already have what you need to started. In this section I'm going to show you what type of file you can put on CD, how to create an Autorun menu and how to label your CD with professional stickers.   So let's get started.

First off, here is a list of files that you can put in a CD. PDF files like this report

Exe files like games

Any photo format

Ebooks

Html files

Audio played straight from the cd

Text documents

If you are wondering what you need to create professional looking CD's, here's a list: A CD

Burner Multimedia Builder to create your autorun menu Casio CW50 CD/DVD label printer

Of course you will need a computer, but more than likely you will already have one that's perfect for this. One thing I would say is that you should have plenty of RAM. At least 128 and hopefully 256. Now here comes the hardest part of creating your CD, the autorun. Basically, an autorun is what starts the cd when someone loads it into his or her computer. An autorun is what starts the CD and allows you to navigate the CD and see what you want to look at.

Creating an autorun might be sounding difficult right now, and it isn't. You do however need a little html knowledge and a bit of patience and a piece of software called Multimedia Builder, which you can get at http://www.mediachance.com for under $50. This software does more than just create autorun CD's, but I will let the website explain what else it can do.

Everything is explained in the tutorials that come with multimedia builder, so there is no use me writing 100 pages on creating autorun CD's.   Now if you want to stand out from the crowd, and make your CD's look like they just came from a multimillion dollar company, you will need to label your CD's.

There is a great site that talks all about this at Bmyers.com

Creating A Report

Creating a report is just like creating an ebook, but I will run you through the steps.

1) Create your report in a word document.

The report should be around 25 to 40 pages long in a non-excessive font. What I mean by that is, don't do the whole report in 40 size font. I find 12 or 14 works well in Times New Roman font.

2) Find a website template   Do you see the website template I'm using here? It's what the words are written around. All this template is, is a one and blue background table. You can find all sorts of free templates at http://www.freesitetemplates.com.

Make sure to choose a simple one and nothing in frames.

3) Go download Html doc…   Html doc is what this report is created in. It's a free html to PDF program. That means it turns html documents into easy to read PDF documents. It takes a little getting use to.   You can get it at http://www.easysw.com/htmldoc/

4) Create your website

Use mine as an example at http://www.profitableebooks.com

5) Advertise…   I cover this later on in the report

Creating Audio Tapes

Recording audio tapes isn't that hard, all you need is a bit of equipment and a quiet space in your home or office.

Ok, first off, you will want to use very high quality master tapes to do your recording on. These cost a couple of bucks. If you don't know what you are looking for, ask someone to help you, or search on the Internet before you go out and buy them.

The next step is to either buy a very high quality tape recorder and microphone or get a mini disk recorder. A mini disc recorder is the best way to go, but they can cost more than $200. They do however product the best quality recording possible, and that is what you want.

You will of course then have to get your tapes duplicated and ready to be sent out. There is a

service called Datek at, funnily enough
http://www.datek.com

If you want to get your audio tapes transcribed into text, and you should as it adds more value to your product, do a search for "transcription services" or look in your local phone book for a place that will do it for you.

You should be able to get each page transcribed for around $3, which is extremely cheap. By adding these transcripts to your audio products, and you can do this with digital audio products like mp3's, you are doubling the price you can sell them for.

For instance, if your offering a few tapes for $9.95 untranscribed, don't be afraid to sell them for $19.95 transcribed.

Record Messages On To Mp3 Format

Creating your own audio product is not hard. All you need is a microphone and soundcard that's compatible and a product called Dubit at http://www.techsmith.com, which you can try out for free for 30 days. I've tried other voice recorders, but none come close to the quality Dubit brings to the table.

The only problem with this is that Dubit turns your audio into .WAV format, which tends to be to large to download over the Internet.

However there is a free piece of software that will turn all your wav files to mp3 files instantly and quickly and you can download it at http://www.Mthreedev.com. Make sure you download the wav to mp3 file not the mp3 to wav file.

The only problem with this program is that it asks you when it's setting up if you want to install Gator and TopText. These programs are now being called scumware and I suggest you do not let them install it.

To find out more about scumware visit,
http://www.scumware.com. If you would like to find
another piece of software that does the same thing,
visit http://www.download.com and type in "Wav To
Mp3" as the search text.

Digital Video Creation

Here's the thing about Internet Marketing. People
always recommend the highest priced product to just
about anything because they are probably earning a
percentage of the sale and this has never been more
true when it comes to creating video's on your
computer.

Most people will tell you to buy Camtasia, and
don't get me wrong, this is a great program to do
video with, I've used it and loved it, but its
nearly $150! To most people just starting out,
that's a little expensive, but this is a democratic
country we supposedly live in, so here's the URL if
you want to have a look at it.
http://www.techsmith.com

Now, if you want to do basically the same thing for
no where near the price of Camtasia, try Hypercam
at http://www.hyperionics.com/. You can't beat the
price at $30 and no, I'm not a reseller of this
product and I get no money from mentioning it to
you.

Create Membership Sites

It's hard to sell membership sites on Ebay for one
reason, they don't allow you to signup people on a
recurring billing cycle. Basically that means you
can only sell them once at a set price and as you
know, membership sites usually get billed monthly.

So how can you get around this? EASY! What you do
is offer them a trial for a month at say $9.95 and

sell that on Ebay, then if they want to signup for a monthly subscription after their month is up, they can do so. This will work with just about any membership site. So how can you create your own membership site on a budget? Good question.

The main problem in the past with membership sites is billing and finding a reliable and cheap recurring billing company. Not any more!. http://www.paypal.com now do recurring billing and the buyer doesn't even need any funds in his Paypal account, as it will just charge their credit card, and this goes straight into your Paypal account.

Another problem people have is finding a membership script that works well with their payment processor and has all the features you need to run a successful membership site.

The problem with most scripts is their security features, or lack there of, and I've found one script that I'm really happy with and it's under $100. http://www.membershipclientpro.com

A few more problems people face, especially with Paypal and digital products is fraud, but again, Paypal has come up with a solution.

http://www.eliteweaver.co.uk/antifraud/script.php?page=Home

I highly suggest you get it if your selling anything at all with Paypal.

One more thing that can come in handy when running a membership site is an organizational tool. If you've had any experience with running a membership site, after awhile you get quite a lot of content and being able to organize that content for easy reading for your affiliates is crucial.

Article Manager - http://www.interactivetools.com

is a content management software tool designed to let non-technical users manage a news-oriented website. Manage articles and categories, multiple

writers and editors. Upload images, create content with the WYSIWYG editor, syndicate your content, and more. It can save busy webmaster hours of tedious HTML edits every day.

NEW UPDATE:

There is now a very quick way to get started with your own membership site…

**This can be found at Allan Wilson's
http://www.instantmembershipsite.com**

"Discover How You Can Instantly Have Your Very Own Paid Membership Website Without Having To Lift A Finger To Maintain It"

"You Can Now Become A Reseller Of The Very Same Membership Site That Has Afforded Me The Luxury Of Working From Home.... and you don't have to do any of the work..."

You Keep 100% Of Every Sale You Make...

I purchase all the new products, I update the members section with new ebooks, software and services, I do all of the downloading, uploading, editing, writing articles, adding training manuals, come up with new and innovative ideas and I handle all of the customer support...

So I handle all of the behind the scenes expenses and I handle all of behind the scenes work while all you have to do is the marketing and collect recurring income for yourself!

This is a great way to get into this type of market. You can read the full details at…
http://www.instantmembershipsite.com

Finding A Profitable Ebay Category

Here are a list of generic categories that are used by people who want to sell info products on Ebay

Books/Other
Business & Industrial/Businesses For Sale/Other

Business & Industrial/Businesses For Sale/Websites

Computers & Office Products/Software/PC/Other

Computers & Office Products/TechnologyBooks

Computers & Office Products/Services/Informational

Everything Else/Services/Information Services

Everything Else/Ebay User Tools

Let's say your selling a report on "How to save 30% on your next plasma screen tv purchase", I would be listing it in the following categories.

Books/Other
Everything Else/Services/Information

Services Electronics & Computers/Home Electronics

Electronics & Computers/Home Electronics/Home Theater Systems

Electronics & Computers/Home Electronics/Televisions

It really is as simple as finding where people buy the products your selling. If you're selling a book about saving expenses on baby clothes and furnishing, advertise in the categories that sell these products, plus a few generic categories I listed above.

Creating Your First Product

Let's create your first product, and it's going to be a report that you sell for $9.95 and the category is going to be travel.

Why choose travel when there has been such a drop in the tourism industry? Because people love reading about travel, no matter if they do it or not.

There has actually been a boom in travel book and information sales on the Internet. This is kind of sad, but it's true. People are reading about things that they want to do rather then actually doing them.   I'm choosing travel myself because I love the subject and it's something I know I can write about.

With that said, what's the report going to be on? (The Ebay travel link is here by the way http://pages.ebay.com/travel/index.html?ssPageName=MOPS5:HTR01)

Good question. Let's have a look at some of the categories there are on travel Ebay.

Let's see.... The first category I come across is "airline". I'll open that up and see what people are bidding on.

It seems pretty quiet to me, which is a good and bad thing. Too many people selling in one category makes it very competitive, but no one bidding makes it a useless waste of time for us.

For obvious reasons the airline industry probably isn't the best option for us, but if you like the category, a good idea for a short report for $9.95 would be "How to get half price airfare's during any season".

Let's see what other categories there are. Cruises! Now that's a good one. People love going on cruises. I can't really see a lot of bidding in the category, but that's ok!

Here are a few reports that I believe would do well.

1) The complete guide to singles cruises 2) How to cruise anywhere in the world safely 3) Luxury cruises for half price 4) The ultimate dream job: Work on a cruise ship!

The next category that caught my eye was Timeshares. This category has hundreds of bids and is really booming! Timeshares are extremely popular now that everyone is staying closer to home and exploring what's been right under their nose for a long time.

The final category, and the one I'm going to talk about is Bed and Breakfasts. People are still travelling, but they are doing it at home so to speak. So why not create a few reports specifically on Bed and Breakfasts?

This leads me to my next point?

How do I know what people want to buy and where do I find the content for the report?

I have a whole process for both, and I'll explain that now.

The best way I know to find what people want to buy and how they want to buy it is to ask them. It's that simple. In the lead up to this report, I went to http://groups.google.com/ and typed in "bed and breakfasts" with out the comma's and I posted a question about what people are looking for when they go to bed and breakfasts and where would they be interested in visiting.

The answers were short, but all I needed. One person wanted a romantic getaway with his new wife, another couple wanted luxury, so my idea for a report would be "The top 52 bed and breakfasts in the US for any budget".

(Another way I find product idea's is by searching google for the search term I'm after and looking at

other products people are selling on the same topic.)

In this report I would write about the top 52 bed and breakfasts in the US and how to get them for a cheaper price, when to go, what's to do at these places and what to expect.

I would also add a section on having a romantic getaway, how to propose, and the top activities women love to do on a B and B trip. The target market would be guy's who are not sure where to go and what to expect on a B and B trip, and how they can go about booking one that their partner will love.

So how do you find all the content for this?

That's the easy part, most of it is already written for you.

There are literally ten's of thousands of B and B's in the US, all you have to do is find the top 52.

So what you need now is a list of B and B's by state, and that's as easy as typing "Bed and Breakfasts" into google.com.

I found one already! http://www.BBonline.com and the direct site at http://www.bbonline.com/listing.html - listings state by state.

They even have featured B and B's in every state! All you would have to do is write them down, do your own research on the Internet about the area, what type of B and B it is and what's to do at each one activity wise. Also, special events that are on might be of interest.

For example, if you were writing a chapter about a Seattle bed and breakfast, you could note that certain times of the year, there are major festivities on. Anything that brings value to the reader so when they get to their destination, they

know everything they need to know to have a great time.

Try and pick a B and B that has a website with plenty of this information already in it and your job is half done.

I've already written about how to create a report, so it comes down to selling it now!

But before I move on to that, here's a post I sent into a message board last month that really will help you find profitable product ideas.

The Easiest Way To Come Up With Product Idea's Everyday Of The Week

I can usually come up with 150 to 200 product/web site ideas a day with this trick and I can tell you now, hardly anyone is using it. People know bits and pieces of the whole idea, but not to the extent I'm about to show you.

For instance, I was looking to create a product in the skiing field and I had the front end product idea, but I also wanted some backend product ideas, so this is what I found out…

I put a few skiing related phrases into Google looking for sites who might like to joint venture with me and sell my first product, and I found http://www.ifyouski.com. I then went to Alexa to find out how much traffic they were getting and I did a search on the Alexa site. You can see the results here....

http://www.alexa.com/data/details/related_links?q=&p=Det_W_t_40_M1&url=http://www.ifyouski.com

Then if you go down the page, you will see what other people who went to ifyouski.com purchased on

the topic of skiing AND other information about what sites are linking back to the original site. It also showed me a list of sites that people visited after visiting http://www.ifyouski.com.

How accurate all this info is, I don't really know but it's been useful.

All of this is extremely helpful. I now have three backend product ideas AND a list of sites to check out for potential joint ventures and advertising campaigns…

How to sell your report on Ebay!

What you need to do is create your sales letter, find a place to host your book and accept payments for your book. I'm also going to show you where you can find other places to get your product noticed.

But since this report is about Ebay, we will start with that, and just to get you juiced up, imagine this.

You have 5 reports all selling on Ebay for $9.95, and every month you sell 70 of each, which would be

350 copies. That's nearly $4000 per month! And that is completely realistic.

Selling on Ebay isn't difficult at all. The main part to any Ebay listing is it's position and heading. If you can write an effective heading that catches the reader's eye, half the battle is over already.

Here is an article on that very topic…

Some Ebay Tips For Info Sellers

Organizing

I only use two tools to help me run my auctions, Turbo Lister and Shooting Star.

Turbo Lister works great for a place to store and organize your auction ads. And the best thing is that is free.

I downloaded Shooting Star for free and tried it for thirty days and then decided I was going to write my own software to manage auctions. Bad choice. The money and emails started pouring in and I couldn't keep up with it. The program was a big one to tackle.

The designers at Shooting Star know what they are doing. I coughed up the $50 and it has paid for itself by saving me time. Updates are always free and they are adding features all the time. I highly recommend at least trying it for the first thirty days, especially if you are new to eBay.

Where to list

Do your research. Look for products similar to yours and see how and why they get the bids. Is it their Title? Is it the graphics they used? Did they feature? Does their ad copy just leap off the page at you?

I recommend doing searches that you think that customers looking to buy your product will do and then finding out in what categories the top selling items in those searches are listed. You will learn a lot by doing this or you can download Hotbid below to do the work for you.

Some great info categories:

Books/Other

Business & Industrial/Businesses For Sale/Other

Business & Industrial/Businesses For Sale/Websites

Computers & Office Products/Software/PC/Other

Computers & Office Products/TechnologyBooks

Computers & Office Products/Services/Informational

Everything Else/Services/Information Services

Everything Else/Ebay User Tools (especially for this ebook)

Do your research

These links should help you zero in on your competitors and beat them at their own game.

There are two types of featured auctions - those, which are featured in category, cost $19.95 and show up at the top of the item's category main page. This ensures that anyone who visits that category will probably see your auction. The normal browser will scroll down a few screens and then leave.

I recommend featuring your item in its category if it has an average sales percentage of 50% or greater. So start out by listing your auction with no features and if you sell half of your products, feature it in that category.

But remember what i said about niche items. The smaller the niche the more likely that customers will hunt you down, so featuring in this case may not be to your benefit.

Ebay does not allow you to go further than featuring in a category with informational items, so we will not cover that…

Writing Titles and Ads

Photo

First off, use a photo that will attract readers. Browse through the auction in the category that you are going to list to see what works. I have seen it all: the shock photos that just get people to click the link but have nothing to do with the product, photos that emphasize "hot", "limited time offer","buy now", etc., photos of cash, or just plain photos of the product. Each have there place. Experiment to find out what works for you. I suggest adding your photo to the gallery. It's cheap and helps a lot.

Titles

The title is what will get your potential customers to click. Make sure to use words that not only describe your item, but also words that your type

of customer will use for your search. These two categories of words are not always the same, especially when you are selling information. A lot of your customers will not be looking for your information, although when they find it they will not be able to resist buying it.

For example lets say that you are selling an information product that shows people sources to buy electronics at closeout prices. Would you put electronics in the title? Maybe. Would the customers that you are trying to attract use electronics in their search? Probably not.

Since you can list the auction in an electronics category without getting booted (Info products can only be listed in certain categories. You can get away with listing them in software categories if they are in the form of any executable program,like an ebook), how do you go about getting hits.

You do so with a title like "Get Laptops and Other Electronics for next to nothing." Another hint: the title above will grab customers searching for "laptops" but not ones searching for laptop. Therefore a better title would be "Get a Laptop or DVD Player for Next to Nothing."

If you have room left you can use power words that either describe the rarity of your offering such as "limited time", "leaving ebay"(how many of these have you seen), and the like. Or words such as "Latest", "Free (shipping)", "Guaranteed".

You can get a free info pack on ad writing and ebay marketing by clicking the link at the bottom of the page and giving me feedback.

Description

With your description, you want to paint a picture for people browsing your listing. You want them to go quickly from being skeptical to emailing you and asking you if they can buy before the auction is over. Believe me, it is a great feeling when your ad can do that. You know it hit the right spot.

Start out by getting into your buyers mind. What would make you buy this product? To gain financial freedom. What kind of picture can you paint with this? A new car, house. Not having to get up at 7:00 every morning. How can you add to this? Ease of use. A premade product that will sell itself and that they will hardly have to touch.

Once you have the buyer dreaming, you present your solution. Their dream can be reality. Your product comes with free resale rights and premade ads and only costs $17. You do not have to manufacture it. You can copy it over and over again. The whole marketing process is also set up in advance. Who can resist?

Just remember to create this state in the reader's mind by having them identify with your words. Instead of writing, "I will teach you how to..." write "You can easily learn how to...". Think of the mood you want them to be in in order to buy and set that mood.   I am only touching the surface here. Ad writing is an art and can be fun. Give me feedback below and I will send you the ebook I personally use to help me come up with my ads.

Graphics

I suggest you go to one of the free template sites to download a template for your ad instead of coming up with a scheme of your own. Believe me, its quicker and the results are 500% better.

When to list

This depends on who you are marketing your information to.

For housewives, list your auctions so they end in the morning For opportunity seekers try late at night.

For big purchases try in the evening when the whole family is there to decide.

As far as which day to list, this is something you have to find out for your self. For the longest time, I thought Sunday evening was the best time to have your auction end. But I have also noticed great results for auctions that end on Wednesday. The best bet is to try both days and test your results.

Why do you want a certain day for the auction to end? Because the most bids come at the beginning and at the end of the auction. This is because Ebay allows you to order our search by the auctions that end first or end last and browsers get bored easily and will stop with the first few pages.

Ebay allows 3,5,7, and 10 day auctions. So you want your auction to run as long as possible to get the most exposure, but you also want it to end on a high volume day. With practice, you will learn to balance the two.

© 2003 Stephan Miller This is a Chapter from my free ebook "Automated Ebay Sales" Available for Download at http://www.profit-ware.com

That was an article I thought you might find useful.

Now, here are my steps to selling your reports on Ebay!

Firstly, you need to register a domain name and get some webhosting so you can allow people to download your report from somewhere.

I register all my domains at http://www.namecheap.com and I use a webhosting company called http://www.successfulhosting.com. The domain names are around $9 each and webhosting is about $9 a month, so it's very cheap.

If you want an example of a report website, have a look ay http://www.frankel-anderson.com/store/

That whole site is dedicated to selling my reports. If you are wondering, I use http://www.paypal.com to accept payments.

One more thing before I move on. If you want to know how I create my sales letters quickly and without a fuss, you should read this…

It use to take me hours to craft a half decent sales letter, and weeks if I really wanted to get it right, and I guarantee you this tip is worth 10 times as much as you paid for this report alone. The way I now create my Ebay sales letter ad is with a free program at http://www.bmyers.com/vendomatic/

So let me outline again the steps in setting up your report business.

1) Register a domain name at http://www.namecheap.com

2) Get some inexpensive webhosting at http://www.successfulhosting.com

You only need the smallest webhosting package they offer

3) Accept payments by joining for free at

4) Write your sales letter using the free tool at http://www.bmyers.com/vendomatic

5) Put your sales letter up in the Ebay category you are selling in and list your auction

6) Make sure your report is easily accessible to people who have brought it. Never send your report to them via email, this leads to problems. Have it so when they win the auction, you email them and show them where they can download it from.

For instance, have a look at
http://www.profitableebooks.com/download1.html The
report should be downloadable from your site, and
it should be in a .zip format by using the free
winzip tool at http://www.winzip.com

A little tip for selling information products in a competitive category

If you are selling information products on Ebay in
a competitive category and you are selling a report
for $9.95, listing your ad in a featured spot will
cost you $19.95! So you are losing money on every
sale if you did this, and I guarantee you that you
want a featured listing.

BUT, There is a way around this.

Here is what I did when I was selling a report on
Ebay in the Businesses for sale:website section.
All I did was add this to my ad.

 (READ THIS: If you want to buy this book now and it
doesn't have a buy it now button, please visit my
other auctions to get it straight away!)

The feature ad I placed was an auction that I ran
for 10 days, giving me plenty of exposure for my
product and at the top of the ad, I said if you
want to buy the book now, check out my other
auctions which have a buy it now button. As you
know, listing in a non feature category costs a few
cents.

So basically all I did was funnel traffic from my
featured listing ad to my other auctions for the
same product and it worked extremely well and I
made a good profit on each book.

Links You Might Find Useful

<http://www.freesitetemplates.com>
<http://www.bmyers.com>
http://www.reprintrightsmarketing.com/ecover/
<http://www.bmyers.com/vendomatic>
<http://www.alexa.com>
<http://www.groups.google.com>
<http://groups.google.com/groups?q=google.public.support.general>
<http://pages.ebay.com/community/chat/index.html>
<http://www.aarp.org/boards>
<http://discuss.pcmag.com/n/main.asp?webtag=pcmag&nav=start> <http://www.yourfreeworld.com/script>
<http://www.scriptlance.com>
<http://www.mygoals.com>
<http://www.askmen.com>

Other Ways To Sell Your Products

If you are interested in selling your products in other ways, here are a few suggestions.

Affiliate Programs

(This section is from a book called "How to get 100 customers virtually overnight for your new product or service".)

(It's one of the best books on aquiring customers basically with only free advertising. I highly suggest you get a copy at http://www.cyberprofitsecrets.com)

In essence affiliate programs or associate programs are revenue sharing arrangements where companies

(merchants, which would be you) pay webmasters commission for sending them customers.

You are paid a commission if the person buys a product or service, (Pay Per Sale - Most Popular Option), clicks on an affiliate link (Pay Per Click - Less popular due to fraud) or simply fills out a form (Pay Per Lead - Also Very Popular).

Basically affiliate programs are programs that enable you to sell other peoples products for a percentage of the sale. They are also a very hot topic at the moment. To see a comprehensive list of affiliate programs you can join, visit http://www.AssociatePrograms.com

You can virtually sell anything online now thanks to affiliate programs.

So let's say you sell a book on how to improve your golfing game on the Internet and you've exhausted your pool of advertising sources and you need fresh leads. The best way to go about this would be to start your own affiliate program and pay people a percentage of the sale.

For example, if your book is selling for $47, don't be afraid to give people 50 to 60% of the profits of each sale. Why? Because it's costing you nothing in advertising and you get to keep the customer for life. So imagine if you then had another product for sale for $97, you could then advertise this product to your existing customer base and it would cost you nothing.

Affiliate programs are great for the merchant (product owner) because it's risk free. You only pay your affiliates when they get their leads to perform an action (IE, buy something from you) so it costs you nothing. Of course if you have physically create and ship your product, those would be your only costs, and even now that can be avoided by going solely online.

So by using the example of the golfing book, you can do this. Instead of having a "real book" so to

speak, you could turn it into an ebook and your customers can download it online and it costs you nothing to ship or create! Pure profits all round.

So how do you go about setting up your own affiliate program? Well that all depends on the type of products you sell and the commission structure you want to work with.

Let me explain.

A lot of affiliate programs now days let the affiliate earn commissions in 2 ways, sometimes more (multi level marketing).

It's called a tier structure. 1-tier and 2-tier affiliate programs.   1-tier affiliate programs pay commission once, thats when a product is sold. 2-tier pay affiliates when they sign up other affiliates under them, and they then make a sale.

Let's see if I can't explain that in a simpler manner. Here is a good example.

Let's say you setup your affiliate program to be a 2-tier affiliate program. When one of your affiliates makes a sale, let's say you give him 40% of the sale. But here's the trick with 2-tier affiliate programs.

Let's say that your first affiliate recruits another affiliate under him, and that affiliate makes a sale, and also get's 40% of the sale. The only difference here is that the first affiliate (the one who referred the second affiliate) gets a portion of the sale, let's say 10%.

So in actuality, you are paying out 50% of the total sale price to 2 affiliates. You are rewarding your first affiliate for recruiting a second affiliate when they make a sale.

The majority of the sale should always go to the affiliate who made the sale, IE the first affiliate.

So what affiliate software should you use? This is a part that seems to trick a lot of people or confuse them, so I will make it as simple as possible. The 2 options available to you are,

A) Do it yourself affiliate software B) Third party software The 2 have their advantages, and it will depend on what you are selling which on you choose. Let's start with selling an ebook or digital product that can be downloaded online.

My favorite is http://www.clickbank.com. They are used by thousands of small businesses online, and if you are just starting out, this is what you should be using.

Not only will http://www.clickbank.com allow you to setup up an affiliate program, they also send the checks out to your affiliates and are also used as your credit card company.

That's right, http://www.clickbank.com will take your orders, give you an affiliate program to sell your products thru, and will take care of the checks so you don't have to do anything.

So what do they want in return? They take a fairly hefty fee per sale. $1 and 7% per sale and they have a one time setup fee of $49 which is nothing really. You won't find a better company to setup your affiliate program with if you are selling digital products online. Clickbank.com http://www.clickbank.com cannot be used to sell physical products, IE tangible goods.

So this brings me to my next section. What affiliate program software should you use for shipping physical products?

You could do it yourself and use a DIY affiliate program script. Here are a few options,

Ultimate Affiliate: Available at http://www.groundbreak.com for $200. **Little Salesmen:** 3 CGI Programs for $197 at http://www.cgitoolbox.com

These have to be setup on your own webhosting company and you are responsible for sending out affiliate checks and making sure everything is running smoothly. If you are not that good at cgi scripting, it might be a good idea to get someone to help you with setting this up, and mind you, it isn't cheap.

You will of course need your own merchant account to accept credit cards on top of this as well.

If you don't want the hassle of having to handle the setup of your affiliate program and still want to ship physical products, here are your best options. **http://www.easyautopro.com** - A very good option **http://www.CJ.com** - Expensive, but also a good

Building Your Affiliate Resource Section

Now this is an important part to your affiliate success. In the the book **"100 customers virtually overnight"** I talk about finding super affiliates that will rocket your sales through the roof, but you need to help these affiliates first by setting up resources they can use to promote your affiliate program

Even though your affiliate would be better off creating their own marketing materials in the long run, you still need to create your own, so they can at least use it as a template.

One idea for keeping your marketing material fresh so thousands of affiliates are not using the same material over and over is to keep your material fresh and updated constantly.

Ok, so what should you be creating for your affiliates to use?

1. Articles 2. Endorsements 3. Solo Ads 4. Free Course 5. Classified ads 6. Banners 7. Graphics

Articles

Are a great way to get your affiliates promoting your products. All you have to do is let them change the byline of your article (the little advertisement at the end of your article) where your web site link is, to their own affiliate link for your product.   This way, they get a few good articles to promote to their ezine list and they get paid for any sale, and so do you. So this really is free advertising, because nothing is coming out of your pocket.

You should aim on creating four or five articles straight off that they can use, or even turn into a free course if you don't feel like writing one.

Endorsements

Endorsements are probably the best affiliate resource you can give them. Nothing sells better than an endorsement coming straight from the affiliate themselves, so it should be written in the affiliates perspective. These endorsements will most likely be used in ezines and email mail outs, so keep that in mind when your writing them. Four to five paragraphs long should be all it needs to be.

Of course, web site endorsements can be longer. These ironically enough will be pasted on web sites. They work really well for search engine ranking. A good idea is to design up graphics for these web site endorsements, like book covers and maybe even a spiffy html template. You can check examples of this by visiting a really good affiliate resource section run by Marlon sanders at <http://www.hitsncash.com>

Solo Ads

When ever I advertise with ezines it's usually solely with Solo Ads. These are ads that are sent out by themselves, unlike classified and other ads that go out in the ezine itself. This ad will go out by itself, so it needs to be a fairly good length. While some people say shorter ads work better for the simple fact the reader has less to read, in reality, a very well written longer solo ad will pull much much better.

There are usually word and length limits to these ads so when you are creating them for your affiliates, it might be good to check around at what the normal length of a solo ad is in your

industry. You might even check out the posting guidelines for other ezines so you can know exactly how long they like their solo ads.   The best bet to make a compelling solo ad is to work really hard on the headline. If you can write a very compelling headline for your ad, the rest of the ad should follow.

If you need some information on copywriting, try http://www.Bizpromo.com/free

Free Course

Not enough affiliate programs do this. Imagine as an affiliate, being able to give away a free 5 day autoresponder course via email to all your web site visitors promoting your favorite affiliate program. Do you think that would boosts sales? It sure would.

Creating your own free course for your affiliates isn't that hard. You can use the method of just sitting down and writing Five articles (you may already have 5 articles written) and putting them together in the form of a free course via autoresponder.

You can see an example of this at http://www.masterinternetmarketing.com/earnmoney.html

The owner of this product allows the affiliate download a 6 part free autoresponder course and use it in your marketing efforts. It's all written for you, all you have to do is put in your affiliate url.   There's a saying that very few visitors buy on the first visit to a web site, so by capturing their email address with this free course, you can contact them over and over again for free.

Classified ads

These are small ads, usually four or five lines long that go out in the ezine itself. They don't work anywhere as well as solo ads, but they are cheap as chips. The secret here again is to write a very compelling headline.

You should also think about telling your affiliates to put their autoresponder link in the classified ad rather then trying to make a sale from such a small ad. They would be better served (and so will you) if they captured the email address of their prospects and sent them the free course.

Banners

While I don't recommend that you place too much time on banners, some affiliates with highly trafficked web sites like them and will produce for you, but in reality, banners very rarely make any good money for merchant or affiliate.

To get your banners created, there are plenty of tools online that you can use to create them on your own. Just put the term "banner maker" into http://www.google.com.

What I do recommend is that you hire someone to do this for you, and I suggest you talk to Brian Terry at http://www.ebookwow.com.

Graphics

You will also have to create a few different sized ebook covers for your affiliates to use on their web sites. I suggest you talk again to Brian Terry about this.

So where should your affiliate resource section be and what support should you give your existing affiliates?

Your affiliate resource section should be somewhere on your website. You could possibly set up a separate website just for your affiliates. A good example of that would be Marlon Sanders http://www.hitsncash.com. Marlon Sanders is a bit of a marketing genius and he has over 10 products selling through one affiliate program.

I strongly urged you to have a look at what he offers his affiliates and how he does it, because he has one of the best affiliate programs on the Internet.

Another example I want to show you is Ken Evoy's affiliate help. He offers his affiliates just about any sort of help you can imagine and this builds a lot of loyalty. Just imagine this for a moment. If you see two affiliate programs offering pretty much the same product and the same commission rate, but one offers unlimited support and help to it's affiliates and the other just has a standard resource section, which one would you join?

Not a hard question is it.   What Ken Evoy does at http://articles.sitesell.com/preselling is give his affiliates not only an affiliate ezine that is published every month or so with useful tips for promoting his affiliate program, but he also gives them an extremely detailed sales training document. It's hundreds of pages long and it's a really good beginners guide to affiliate programs.

His affiliate resource section is amazing too. You get free courses which you can brand with your own affiliate links, and it's not even run from your own autoresponder, Ken takes care of that for you. Ken is also easily availabe to his customers so that also helps his affiliates make more sales.

Ezine Advertising

Ezine advertising is one of my favorite types of advertising online. Why? Because you basically get results straight away!   Once you place the ad and it runs in the publication of your choice, within

24 hours you know whether or not that ad worked or not.

But how do you go about finding the right ezines to advertise in. Well, before we start, to all those people who have decided to promote Internet Marketing related products, I will give you a quick list of the best ezines to advertise. I will also give you the best piece of advice possible. Go to http://www.netbreakthroughs.com and join up now!

Here are a list of places you should advertise your free course. (You should buy solo ads only if possible)

1. Xtreme Marketing Tips

http://www.ezinehits.com/ad-rates.htm

2. The Guru Marketer

http://www.thegurumarketer.com/newsletters/order.html

3. The Marketer's Resource Weekly

http://www.goldbar.net/advert.html

4. Getmassivehits

http://www.gmhnewsletter.com

5. Associate Programs

http://www.associateprograms.com/search/newsletter.shtml

6. WorkAtHomeNews

http://www.workathomenews.com/advertising.html

7. Bizweb E-Gazette

http://www.bizweb2000.com/ads.htm

8. Active Internet Marketing

http://www.inetexchange.com/inet-mailer.html

9. Super Pro

http://www.superpromo.com/optadorder.html

10. E-Power Marketing

http://themoneymakingaffiliates.com/advertise

11. NetIncomeSite

http://www.netincomesite.com/Ezineadrates/ezineadrates.htm

12. Rim Digest

http://www.rimdigest.com/ads.html

13. Avenues 2 Success

http://topliving.com/marketing/fmailing.htm

14. Web Stars 2000

http://www.webstars2000.com/ads.html

15. Netrepreneur's Notebook

http://www.buildyourhomebiz.com/adrates.html

Ok, for people who have chosen other topics to promote, the best way to find ezines to advertise in, is to go through ezine directories.

Ezine advertising is advertising in other people's online newsletters. You can do this for the purpose of not only getting advertisers, but also affiliates and searchers.

First off, to find ezines to advertise in, I use the following sources.

http://www.topezineads.com

http://www.directoryofezines.com

http://www.Diysearch.com

http://www.palm.net

http://www.meer.net/johnl/e-zine-list/

(If you don't know what ezines are, they are online newsletters, delivered to your inbox, most of the time for free. This is not Spam as people actually give these people their email address for them to contact them. It's called an opt-in mailing list, and can be very valuable.)

Like I've said before, only use solo ads when you are using ezine advertising. Solo ads pull 100

times better then any other type of ezine advertising.

Make sure if your going to advertise in any type of ezine that you join up for their newsletter first so you can get an idea of how the ezine is published.

For instance, if you find the ezine boring with no original content, then a lot of other people on the newsletter list will feel the same way and won't probably even open it.

Ezines that state they have over 50,000 subscribers also suffer from a poorer response rate. I onced advertised in an ezine with over 300,000 subscribers, and they did have that many and only made 3 sales, then advertising the same product in a newsletter that had a circulation of 6000 I made over 20 sales.

Not only do smaller ezines have a better response, they also cost a heck of a lot less! So it's a win win situation for you there.

If you are planning on running a few solo ads, then I suggest you also talk to the ezine publisher about getting a discount on the price of the ad. You can usually work them down to quite a lot lower price if you ask them.

Another good method of free advertising is to give your already written articles to these ezine publishers for them to run in their newsletter. There is a good book on that at http://www.trafficforwords.com

Ezine publishers are always looking for good content for their readers.

`Viral Marketing`

The Six Simple Principles of Viral Marketing

I admit it. The term "viral marketing" is offensive. Call yourself a Viral Marketer and people will take two steps back. I would. "Do they have a vaccine for that yet?" you wonder. A sinister thing, the simple virus is fraught with doom, not quite dead yet not fully alive, it exists in that nether genre somewhere between disaster movies and horror flicks.

But you have to admire the virus. He has a way of living in secrecy until he is so numerous that he wins by sheer weight of numbers. He piggybacks on other hosts and uses their resources to increase his tribe. And in the right environment, he grows exponentially. A virus don't even have to mate -- he just replicates, again and again with geometrically increasing power, doubling with each iteration

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In a few short generations, a virus population can explode.

Viral Marketing Defined

What does a virus have to do with marketing? Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands, to millions.

Off the Internet, viral marketing has been referred to as "word-of-mouth," "creating a buzz," "leveraging the media," "network marketing." But on the Internet, for better or worse, it's called "viral marketing." While others smarter than I have attempted to rename it, to somehow domesticate and tame it, I won't try. The term "viral marketing" has stuck.

The Classic Hotmail.com Example

The classic example of viral marketing is Hotmail.com, one of the first free Web-based e-mail services. The strategy is simple:

Give away free e-mail addresses and services,

Attach a simple tag at the bottom of every free message sent out: "Get your private, free email at http://www.hotmail.com" and,

Then stand back while people e-mail to their own network of friends and associates,

Who see the message,

Sign up for their own free e-mail service, and then

Propel the message still wider to their own ever-increasing circles of friends and associates.

Like tiny waves spreading ever farther from a single pebble dropped into a pond, a carefully designed viral marketing strategy ripples outward extremely rapidly.

Elements of a Viral Marketing Strategy

Accept this fact. Some viral marketing strategies work better than others, and few work as well as the simple Hotmail.com strategy. But below are the six basic elements you hope to include in your strategy. A viral marketing strategy need not contain ALL these elements, but the more elements it embraces, the more powerful the results are likely to be. An effective viral marketing strategy

Gives away products or services

Provides for effortless transfer to others

Scales easily from small to very large

Exploits common motivations and behaviors

Utilizes existing communication networks

Takes advantage of others' resources

Let's examine at each of these elements briefly.

1. Gives away valuable products or services

"Free" is the most powerful word in a marketer's vocabulary. Most viral marketing programs give away valuable products or services to attract attention. Free e-mail services, free information, free "cool" buttons, free software programs that perform powerful functions but not as much as you get in the "pro" version.

Wilson's Second Law of Web Marketing is
http://www.wilsonweb.com/wmta/basic-principles.htm
The Law of Giving and Selling.

"Cheap" or "inexpensive" may generate a wave of
interest, but "free" will usually do it much
faster. Viral marketers practice delayed
gratification.

They may not profit today, or tomorrow, but if they
can generate a groundswell of interest from
something free, they know they will profit "soon
and for the rest of their lives" (with apologies to
"Casablanca"). Patience, my friends. Free attracts
eyeballs. Eyeballs then see other desirable things
that you are selling, and, presto! you earn money.
Eyeballs bring valuable e-mail addresses,
advertising revenue, and e-commerce sales
opportunities. Give away something, sell something.

2. Provides for effortless transfer to others

Public health nurses offer sage advice at flu
season: stay away from people who cough, wash your
hands often, and don't touch your eyes, nose, or
mouth. Viruses only spread when they're easy to
transmit. The medium that carries your marketing
message must be easy to transfer and replicate: e-
mail, website, graphic, software download. Viral
marketing works famously on the Internet because
instant communication has become so easy and
inexpensive. Digital format make copying simple.
From a marketing standpoint, you must simplify your
marketing message so it can be transmitted easily
and without degradation. Short is better. The
classic is: "Get your private, free email at
http://www.hotmail.com." The message is compelling,
compressed, and copied at the bottom of every free
e-mail message.

3. Scales easily from small to very large

To spread like wildfire the transmission method
must be rapidly scalable from small to very large.
The weakness of the Hotmail model is that a free e-
mail service requires its own mailservers to
transmit the message. If the strategy is wildly
successful, mailservers must be added very quickly
or the rapid growth will bog down and die.

If the virus multiplies only to kill the host
before spreading, nothing is accomplished. So long
as you have planned ahead of time how you can add
mailservers rapidly you're okay. You must build in
scalability to your viral model.

4. Exploits common motivations and behaviors

Clever viral marketing plans take advantage of
common human motivations. What proliferated
"Netscape Now" buttons in the early days of the
Web? The desire to be cool. Greed drives people. So
does the hunger to be popular, loved, and
understood. The resulting urge to communicate
produces millions of websites and billions of e-
mail messages. Design a marketing strategy that
builds on common motivations and behaviors for its
transmission, and you have a winner.

5. Utilizes existing communication networks

Most people are social. Nerdy, basement-dwelling
computer science grad students are the exception.
Social scientists tell us that each person has a
network of 8 to 12 people in their close network of
friends, family, and associates. A person's broader
network may consist of scores, hundreds, or
thousands of people, depending upon her position in
society.

A waitress, for example, may communicate regularly
with hundreds of customers in a given week. Network
marketers have long understood the power of these
human networks, both the strong, close networks as
well as the weaker networked relationships.

People on the Internet develop networks of
relationships, too. They collect e-mail addresses

and favorite website URLs. Affiliate programs exploit such networks, as do permission e-mail lists. Learn to place your message into existing communications between people, and you rapidly multiply its dispersion.

6. Takes advantage of others' resources

The most creative viral marketing plans use others' resources to get the word out. Affiliate programs, for example, place text or graphic links on others' websites. Authors who give away free articles, seek to position their articles on others' webpages.

 A news release can be picked up by hundreds of periodicals and form the basis of articles seen by hundreds of thousands of readers. Now someone else's newsprint or webpage is relaying your marketing message. Someone else's resources are depleted rather than your own.

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