

HOW TO MAKE

\$100

PER DAY

ONLINE

(...With FREE Traffic!)

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Before you scroll down and read anything in this Guide, you need to be fully aware of the following...

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Now that we've got that out of the way, let's get on with the good stuff!

Earning 100% Instant Commission

If you implement the following strategies correctly. **You will start earning a GUARANTEED Daily, Weekly & Monthly Income on a Consistent basis...**

Now I Understand that is a pretty bold statement, right?

Yet it is highly Possible...

Here is another very important fact which MUST be acted upon immediately. You see being able to effectively dig into this goldmine we need a program or system that's going to pay us instant profits or commissions that converts our free traffic in to daily cash for us.

Here are 3 programs I recommend you get started with. Each of these programs will pay you instant commissions directly into your PayPal.

1: Easy5Now – [Click here to learn more](#)

2: Auto Pilot Cash– [Click here to learn more](#)

3: Free Traffic Profits – [Click here to learn more](#)

Because of the low entry point into these programs they work very well as a feeder and starter program, which makes it easier for your prospects to join and for you to earn lots of instant cash in the process.

“It’s Now Time To Start Getting 1000s Of FREE Traffic, Leads and Sales!”

There's Never Been a Better Time

It's well over a decade since viral mailers took the Internet Marketing scene by storm. Once considered an essential weapon in every Internet marketer's arsenal, they're now viewed by many as a slightly embarrassing footnote.

Well, that's their loss.

Because, despite their critics, the email exchange business model is alive and well. In fact, I would go so far as to say that there's never been a better time to add these programs to your marketing mix.

Viral mailers, in particular have come on leaps and bounds over the last few years and have developed a level of sophistication that makes them more effective than ever before.

And, because many of the casual online marketers (by which I mean the time-wasters that treat online business as a hobby, rather than a serious venture) have moved on to other less reputable biz-ops, the viral mailer community has become more advanced and forward-thinking than you might imagine.

The fact is, if you use them correctly, viral mailers work!

A Viral Mailer is similar to a safelist but places limitations on the frequency with which emails can be sent, and sometimes limits the proportion of the member base that can be contacted. Additional modifications abound. A common twist is to provide members with credits for clicking on the links inside members' emails.

Here are four reasons why you should ignore the naysayers and invest a small amount of time into learning how to use viral mailers effectively:

You get email access to the other members.

Yes, I know that much is obvious, but don't take for granted the power that gives you. Traffic exchanges, for example, only allow you to show your website to those members that take the time to surf. In contrast, viral mailers allow you to reach people while they're doing what everybody does, usually multiple times a day... checking emails.

Viral Mailers give you a route directly into every member's inbox and that provides an incredibly powerful opportunity.

It's easy to test multiple campaigns.

Setting up new splash pages and WordPress sites is very time-consuming. But because viral mailers, by their very nature, limit you to the small amount of text you can fit into an email, it's easy to trial and split-test multiple campaigns in a very short space of time. We'll discuss this in more detail very soon.

Most viral mailer users are doing it wrong.

It can't be denied that most viral mailer members are just throwing any amount of mud at the wall and hoping some of it sticks. If, however, you follow the guidance in this Report and get your viral mailer strategy spot on, it's really, really easy to stand out and get your emails noticed.

Access to marketing newbies

Their simplicity, coupled with their low cost of entry (usually free), mean that most viral mailers are populated by total beginners. These people

are crying out for someone with some experience to help them out. If your business is about helping other online business owners, in any capacity, viral mailers are absolutely the best place to be.

So, let's get started.

In this Guide, we're going to look at the biggest mistake made by viral mailer users as well as some simple strategies that will make a huge difference to the effectiveness and profitability of your viral mailer campaigns.

And then we'll close by looking at the secret strategy to viral mailer success.

Resist the urge to flick forward. The final chapter will make the most sense when you've consumed everything that comes before it.

So, scroll down the page, and let's start digging for gold...



Viral Mailer Strategy #1 – Dig For Gold

People don't join viral mailers to read emails, they join viral mailers to make money.

No surprise then that many members pay little or no attention to the emails they receive from their fellow members.

Don't be put off by this.

Every type of online advertising, from Facebook ads, to banner advertising, to PPC, is ignored by the majority of users. It doesn't matter how many people ignore your marketing activities, it only matters how well you communicate your message to the people that do pay attention.

A certain proportion of viral mailer users DO read the emails that they receive and it's those people that we care about.

But that isn't the point of this chapter.

The point is that YOU should be making a point of reading the emails that YOU receive.

Don't worry, I'm not going to give you some touchy-feely junk about reading emails because it's the right thing to do, and how you can hardly expect others to read your emails if you don't read theirs.

Those things are true but they're still not the reason why you should be paying attention to the emails you receive.

You see, what most people fail to recognise is that the glut of emails they receive every day is really a daily dose of free market research that is loaded with gold nuggets, just waiting to be discovered.

Don't scoff. Consider...

Discover Killer Subject Lines

Scan your eyes down the list of emails and, when a subject line jumps out at you, pull it out to investigate it in more detail. If the subject line stood out from the crowd there must be something about it that is working really, really well.

Study it. Learn from it.

And then copy the subject line into a swipe file that you can refer to when you're writing subject lines for your own emails.

Discover Great Email Copy

If the subject line of an email is good, read the content as well. If the email text successfully compels you to click on the link you can also put this one in the category of "something that appears to be working."

Again, study it. Learn from it.

And then put the email copy into a swipe file to give you ideas for your own email copy.

Notice I said "ideas". Don't even think about stealing other people's emails and using them verbatim, you lazy cretin.

Find the Gaps

You've probably noticed the trend that develops when a new, popular program is launched; suddenly the mailer is flooded with messages all promoting the same thing.

Pushing what everyone else is pushing and hoping that your affiliate link is the one that gets noticed is less like a business strategy and more akin to buying a lottery ticket.

By keeping an eye on what other people are promoting you can avoid wasted time attempting to feature the same products and services as everyone else.

And, if you're really smart, you'll find the gaps – the promotional ideas and business opportunities that nobody else is featuring. Find those blind spots and you can come up with something to offer that no one else has.

I am, of course, a realist. I'm not suggesting you obsessively study every single email that finds its way to you via a mailer. Who has time for that?

But what you should do is schedule a little bit of time each week to review the emails you've received and obtain some valuable intelligence that will improve your campaigns.



Viral Mailer Strategy #2 – Mix It Up

There's no such thing as the perfect sales copy.

Thus far, nobody has come up with a combination of words, so perfectly contrived, that 100% of recipients are compelled to make the purchase.

The best we can do, as intelligent marketers, is to split-test our copy and attempt to incrementally increase our results.

But mailer campaigns are a little different.

You see, with sales copy, you usually only get one shot at convincing the visitor to purchase so you show them your best-performing page and hope for a result. But with mailers... you can continue to email members over a period of days and weeks.

It's not a one-shot deal.

Look at it like this. Let's say email subject line A gets a 2% open rate and email subject line B gets a 4% open rate. You might think that the best thing to do is to keep sending email subject line B because it gets double the response of A.

But here's the thing. A certain proportion of people will NEVER respond to subject line B but WILL respond to subject line A. If you only ever send B, you're missing a chunk of your audience.

In other words, subject line B might be a winner, but that doesn't mean subject line A is useless. What you should be doing is using BOTH email subject lines and, therefore, maximising your overall response rate.

This doesn't mean you shouldn't split-test; it simply means you have to test in a slightly different way.

Split-Test Formula

Please note that this system is just a suggestion and isn't a definitive strategy. Feel free to modify the numbers and frequencies as you see fit.

Step 1: Write five different subject lines for your campaign.

Step 2: Send a different subject line every day for the next five days and record your results.

Step 3: Next week, resend the same five subject lines but in a different order (this is because the day on which you send your mailing will also impact the result).

Step 4: Discard the two least effective subject lines and write two new ones. You should now have five subject lines, consisting of your three best-performing subject lines and two new ones.

Step 5: Repeat Steps 2-5.

If you're feeling hardcore you can do the same thing with the email copy. That takes a little more effort but will really maximise your results.



Viral Mailer Strategy #3 – Kidnap Members

A mailer is never a substitute for owning your own private mailing list because the one thing a mailer can never provide is the opportunity for you to develop a relationship with your readers.

If a mailer member reads one of your emails, the chances of getting a second email in front of them are depressingly random.

But, if you have subscribers on your private mailing list, you have the opportunity to develop a connection with them that will increase your email open rates and drastically increase your click-throughs.

It's no exaggeration to say that a warm mailing list can provide you with an email open rate that is hundreds of times greater than that which you can achieve through a mailer.

Which is why your primary goal in using mailers, above all else, is to attract the attention of the members and coax them onto your private mailing list.

I really cannot overstate the value of being able to email the same people, on a consistent basis. By sharing your expertise with your audience and combining this with a healthy dose of personality, you can create a loyal audience that hangs on your every word.

How do you get mailer members to make the transition onto your mailing list? The obvious way is to send promotions, via the mailer, that direct people to your lead-capturing squeeze pages.

Yes, I appreciate that your business might be of the affiliate marketing variety and you may be accustomed to simply directing readers to other people's sales pages. But that's no excuse for not building your own mailing list.

If you send a prospect directly to an affiliate page that person may or may not make the purchase. But if you get that prospect onto your mailing list FIRST, you have multiple opportunities to convert that prospect into a customer by sending them other related offers in the future.

The fact is that, to a greater or lesser degree, most mailing list owners still engage in affiliate activity. Whatever business model you've chosen

to pursue, a mailing list is still a valuable asset to have at your disposal.

If you don't have your own products that you can give away via a lead-capture system you need to put a little effort into creating something worthwhile. But it doesn't have to be as onerous a task as you might imagine.

A "private label rights" report, reworked and polished, behind a squeeze page you've paid someone peanuts to create on fiverr.com, powered by the cheapest [Trafficwave](#) account, is a quick and inexpensive way to get a lead-capture system in place.

[You can even rebrand this exact same guide you are currently reading right now by clicking here.](#)

To put it bluntly, if you're using a mailer to simply send people to affiliate pages, your business is never going to grow beyond a certain point. Gradually and steadily transferring people from your mailer promotions to your own private mailing list is an investment in the future of a business for which the sky's the limit.

Viral Mailer Strategy #4 – The Biggest Mistake

Controversy warning!

What I'm about to say is going to upset some people and is probably going to earn me more than a few angry emails.

But that's never stopped me before from speaking my mind and it's not going to stop me now.

So I'm just going to come right out and say it...

The biggest mistake people make when using mailers is using safelists.

No, that isn't a typo. You didn't misread that line. I'm actually saying, in a Report about safelists, that you shouldn't be using safelists.

Actually, if you look back over the last dozen pages, you may notice that I've studiously avoided referring to safelists, preferring instead the term "Viral Mailer" or just "Mailer".

And that's because, although viral mailers and safelists are built on the same idea, they're FAR from being equal in terms of the success they can offer you and in their ability to connect you with other members.

This isn't controversy for controversy's sake. If you look closely, there are two glaringly obvious reasons why viral mailers are vastly superior to safelists, and why this outdated business model has given the industry such a poor reputation.

Safelists are easy to abuse.

Safelists tend to have a very open mailing system where everybody can email everybody as often as they like, with little or no restriction.

A proportion of the member base will ALWAYS take advantage of this by emailing dozens or even hundreds of times a day, even using software to automate the process. It's a spammer's paradise filled with hideous MLM and bizop promotions, drowning out any worthwhile messages that you try to send.

Viral mailers, on the other hand, limit the frequency and reach of each member's mailing activity. This prevents abuse of the system and keeps the volume of emails to a reasonable level.

(Most) safelist owners don't care.

My evidence for this damning statement?

Safelist owners commonly tell their members to open a second email account and use this purely to receive emails from other members.

The implication is clear. This is tantamount to saying, "emails from your fellow safelist members are just a nuisance, so just filter all the incoming messages into a bottomless pit and stay as far away from it as possible."

If members are actively encouraged not to read emails from other members what purpose does the safelist even have?

Simple. Its purpose is for safelist owners to build their OWN list and everyone else can rot!

They might encourage you not to bother reading emails from other members, but you can be sure that they'll insist on you receiving all of their admin emails containing their own offers.

And when the safelist crashes under the weight of its own uselessness? Just open a new safelist with a stupid name and start again.

I added the word "most" to the subheading because there are always exceptions, but they are very few and far between.

Viral Mailers, by contrast, are usually designed for the long-term and this means the owners have to do their utmost to ensure members continue to receive and read emails from other members. Double opt-ins are usually a requirement, mailing limits are strictly enforced and some programs will even give out credits in exchange for clicking links in the emails that members send out.

Look, I'm not so naïve as to suggest that all safelist owners are chumps and all viral mailer owners are saints. You're going to find good and bad in both camps and you need to look for the tell-tale signs that indicate whether a program is worth your time and effort, testing your results to see if your messages are getting through.

But the fact is that you're vastly more likely to find a productive viral mailer than a productive safelist. So, as controversial as some may consider this recommendation to be, my fourth strategy of VM success is to ditch the safelists and stick exclusively to viral mailers.

Viral Mailer Strategy #5 – The Biggest Secret

This final strategy is a complete endgame.

It's not for everyone but, if you embrace this recommendation, your success with viral mailers is going to be, potentially, hundreds of times greater than that of the average user.

Consider...

Q) Which emails sent to viral mailer members get the best open rates and the highest click-through rates?

A) The emails sent by the viral mailer administrator.

Viral mailer members are conditioned to pay special attention to emails from the administrator because they often contain valuable or even essential information. It could be bonus credits, critical information about their account, a reminder that the mailer is available to use, a special upgrade offer...

Whatever it is, the member is more likely to open emails from the administrator than any other email they receive from the mailer.

Owning a viral mailer is a big responsibility and the idea isn't going to appeal to everyone. But, if you're even contemplating it, let me encourage you with 5 reasons why being a viral mailer owner is the biggest and best secret to success.

1. Your open and click-through rates are going to go through the roof.

We just mentioned this above but ownership of a viral mailer program, like any membership site, gives you a captive audience.

2. Viral mailers offer great residual profits.

Naturally, you can use your admin privileges to periodically promote other products or services (although be careful not to abuse your access

and irritate your members), but income from upgraded memberships alone can provide a very tidy, regular monthly income.

3. You're building your own private list.

Remember viral mailer secret #3? Instead of wrestling with landing pages and autoresponders, and spending hours labouring over email copy writing, your viral mailer program takes care of all the heavy lifting for you. Every member that joins your viral mailer is automatically added to your private mailing list.

4. Your members help you build your list.

Remember, this is a VIRAL mailer, so called because members are offered credit-based and financial incentives to encourage others to join your site. The more members that join the mailer, the more affiliates you'll have promoting your site and helping you to build your list.

5. Virtual real estate leverage.

If you've ever read any of my reports, articles, blog posts or forum posts about membership sites you'll know why I recommend this online business model above just about anything else you can think of. A viral mailer, by its very function, is a form of membership site and that means you're going to have a number of pages on your site that experience very high traffic.

Your log-in page, your members home page, your mailing page, even your "forgot password" page are going to become high traffic pages on which you can either place carefully selected offers of your own, or do deals with other site owners to swap advertising.

“What's lacking in this industry is not the skill to get traffic. It's the skill to convert we're lacking. The skill to build a relationship based on pure value transaction.”

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