

# Viral Spiral Marketing

The Surest Way To A  
HUGE Online Business

Tim Brocklehurst



# **Viral Spiral Marketing**

**In A Conventional JOB**

**You Are Paid For Your Time**



# \$10 Per Hour



# \$10 Per Hour

Monday



1 hr

Tuesday



1 hr

Wednesday



1 hr



# In 31 Days, Working 1 Hr Per Day...?



Normal Business:

\$10 Per hr



X 31 = \$310

# \$10 Per Hour in an *Automatic Business*

Monday



1 hr

Tuesday



1 hr

Wednesday



1 hr



# In 31 Days... Working 1 Hr Per Day



Automatic Business:

\$10 Per hr



X 31 = \$4,960

# Normal Business



\$310

# Automatic Business



\$4,960





# Lessons Learned From Offline Subscription Marketing

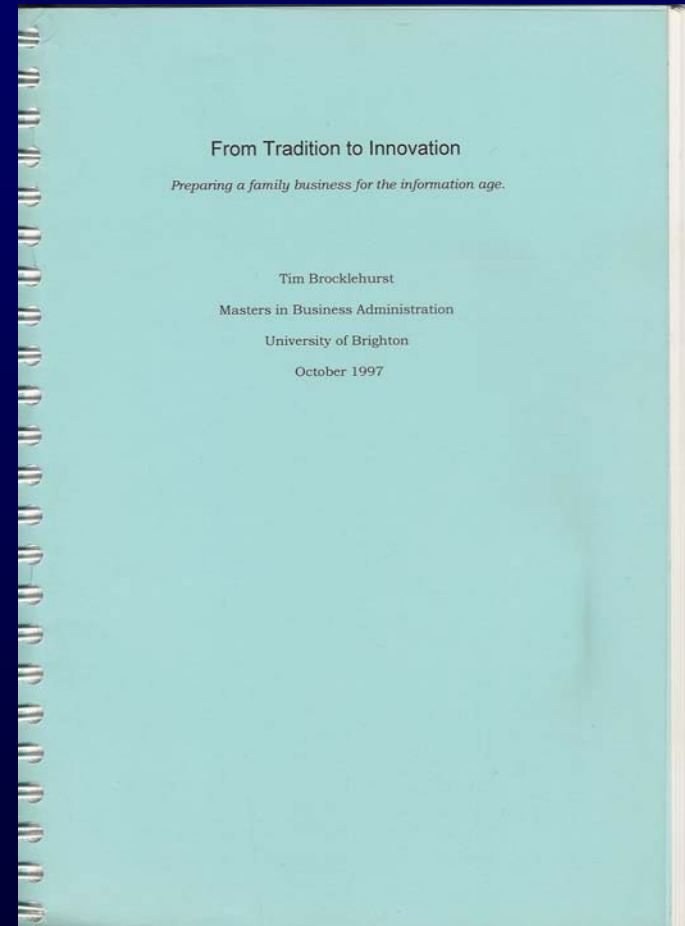


- Typical Buy Rate from Direct Mail: 2%
- Viral "Cricket Ball" Campaign Buy Rate: 14%
- Subs Before: 9,895
- Subscriptions after: 15,005
  - 51.6% Increase !
- **Royal Mail Business to Consumer Award 1996**

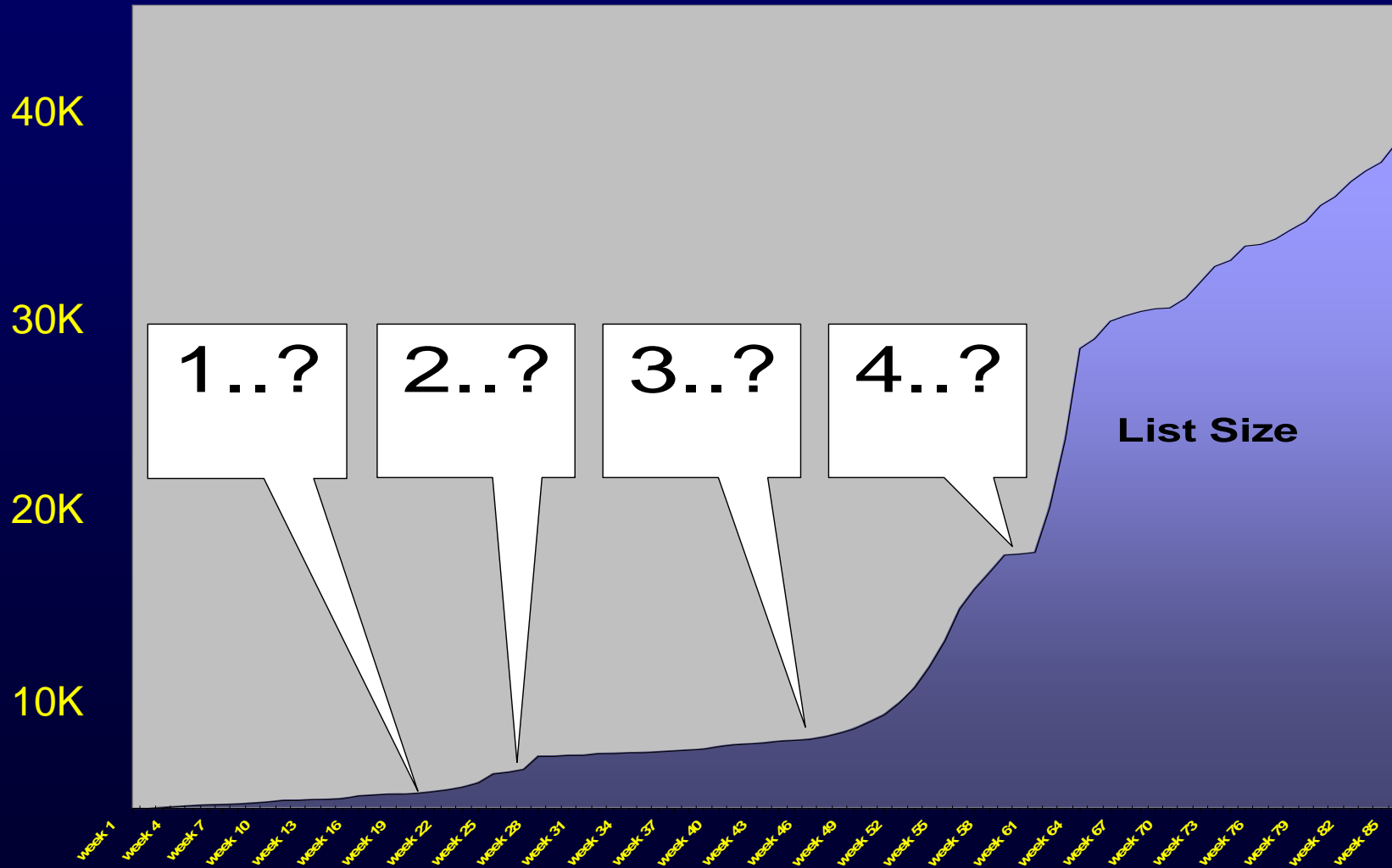
# 1997 MBA

- From Tradition To Innovation

## *Preparing A Family Business For The Information Age*



# 85 Weeks of Internet Marketing



# Internet Marketing

- **You Don't Need A Product Of Your Own To Make Good Money Online**



# List Building 101

How Much Should You Earn  
From Your List?



# How Do You Make Money Online From Your List?

- List size: 5,000
- Product Price: \$100
- Commission: \$50 per sale
- Open Rate: 20% (1,000)
- Click Thru Rate: 25% (250)
- Buy Rate: 5% (13)
- Earnings:  $(13 \times \$50) =$  \$650
- Monthly Earnings:  $8 \times \$650 =$  **\$5,200**



# Factors Affecting List Profit

- Relationship
- Regularity
- Relevance
  
- Use Automation
  - (i.e... Autoresponder) |



# Three Methods of Creating a List

- Buy It
- Buy Co-Registration
- Drive Traffic to Squeeze Pages |

# The Hazards Of Buying A List

- They don't know WHO you are
- "I would rather have a list of 100 which I grew myself than a list of 1,000,000 which I bought."



# The Hazards Of Buying A List

- Email Them Once And You're...



# Co-Registration



Please support your fellow members by taking a second to look over the following offers and opportunities. If you would like more information, simply check the appropriate box, and click the "Yes, I want more information!" button. By selecting "Yes" you agree to allow the members making these offers to contact you via email with more information.

If you are not interested in any of the offers or opportunities our List Bandit members have presented you this time, simply click the "No, not interested this time." button. After selecting either "Yes", or "No", you will immediately be taken to the List Bandit members area.

**Free 20/20 Wealth Vision Audio Progr**  
Grab a Free 20/20 Wealth Vision Audio Program Worth \$495, Real Price At Direct Response Network Library!

**A Business You Can Customize**  
2 membership options, 3 ways to earn, multiple products! Fun, fragrance, and freedom for you! (currently US and Canada)

**Write Killer Email Promos - Video**  
I have private access to Video Training worth \$97 on Writing Emails That Sell - Hurry before they close the loophole.

**- List Building Training -**  
Build your list the right way from the start. List bandit wont do this for you...

**Free Website Package Worth Over \$299**  
Get Your FREE Professionally Designed Website Package Worth More Than \$299.00 & Start Making Money Online Today!

**Technical help for FREE!**  
Hello I'm the Technobabe! My pre-launch special includes FREE solutions to your technical problems. Need help? Just ask!

**Are you looking for More MONEY????**  
Of course you are. Multiple streams of continual income is my plan. Shouldn't it be your plan also?

**Easy Cash**  
Generate \$500, \$1,000 or more per day. Simple, legal, ethical, rewarding and fun. No selling or explaining. Video proof.

**THE BERRY TREE\_\_ THE BEST THERE IS**  
Monthly Bonus Pools allow you to earn on everyone in the entire Berry Tree. They guarantee you will succeed.

**Join E4i.biz, Entertainment for less**  
Our sales are going to skyrocket once we launch this summer. Join for free and get a part of the action.

Yes, I want more information!

No, not interested this time.

Squeeze Pages



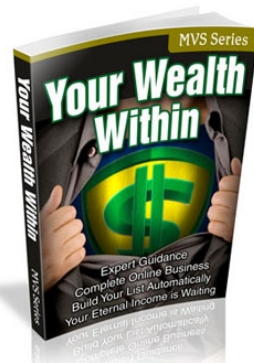
# The Simple Power Of Squeeze Pages

"At Last I'm Really Making Money Online!"

Discover how, with just a few hours each week, you can use our ready-made system to create an honest income of **\$28,634.41 in just five weeks!**

"Here's a system which does what it says, is easy to use, and really works!"

Register **FREE** for your manual and your own ready-made product sales site. Then we will **prove to you** how easy it is to use this system for automating your online business, recruiting thousands of prospects and customers, and generating a list of **15,790 hungry buyers** in just 14 days!



Using our professionally designed business-building system you will be able to...

- Build a super responsive list of 1,705 hungry leads by this time next week and 15,790 in a fortnight.
- Leap-frog other Internet Marketers and take the lead over your peers.
- Enjoy the lifestyle of the Internet's most successful entrepreneurs with an honest and secure monthly income.
- Propel your success beyond your wildest dreams in next to no time...!
- Automate the proven strategies of the world's most successful Internet Marketers and earn \$28,634.41 in just five weeks... *We will show you how!*

Enter your name and email below to get your hands on this secret system **FREE!**

Name

E-Mail

Press the button and check Your Inbox for a verification email to download this free product



\* We hate spam like you. Your name and email address will never be sold, shared or disclosed. We promise to respect your privacy.\*

Sign Up NOW and See How This System Will Change Your Fortunes For Ever...!

- Simple Exchange: Name and Email For Valuable Gift
- Subscriber Is Targeted (Qualified)
- Subscriber Expects An Offer From You
- All you need now is.... |



# 3 Ways To Get Traffic:

- Buy Traffic
- Grow Traffic
- Borrow Traffic |

# Buy Traffic

- **Pay Per Click Advertising**  
(Google Adwords, Overture, Etc.)
- **Traffic Exchanges**
- **Paid Advertising**
  - **Ezines (Solo Ads)**
  - **Safelists**
  - **Purchased Clicks/Visitors** |

# Grow Traffic

- Search Engine Optimization
- Keyword Analysis
- Article Marketing
- Blogging
- Link Exchanging (inbound links)
- Web 2.0 Strategies |



# Borrow Traffic

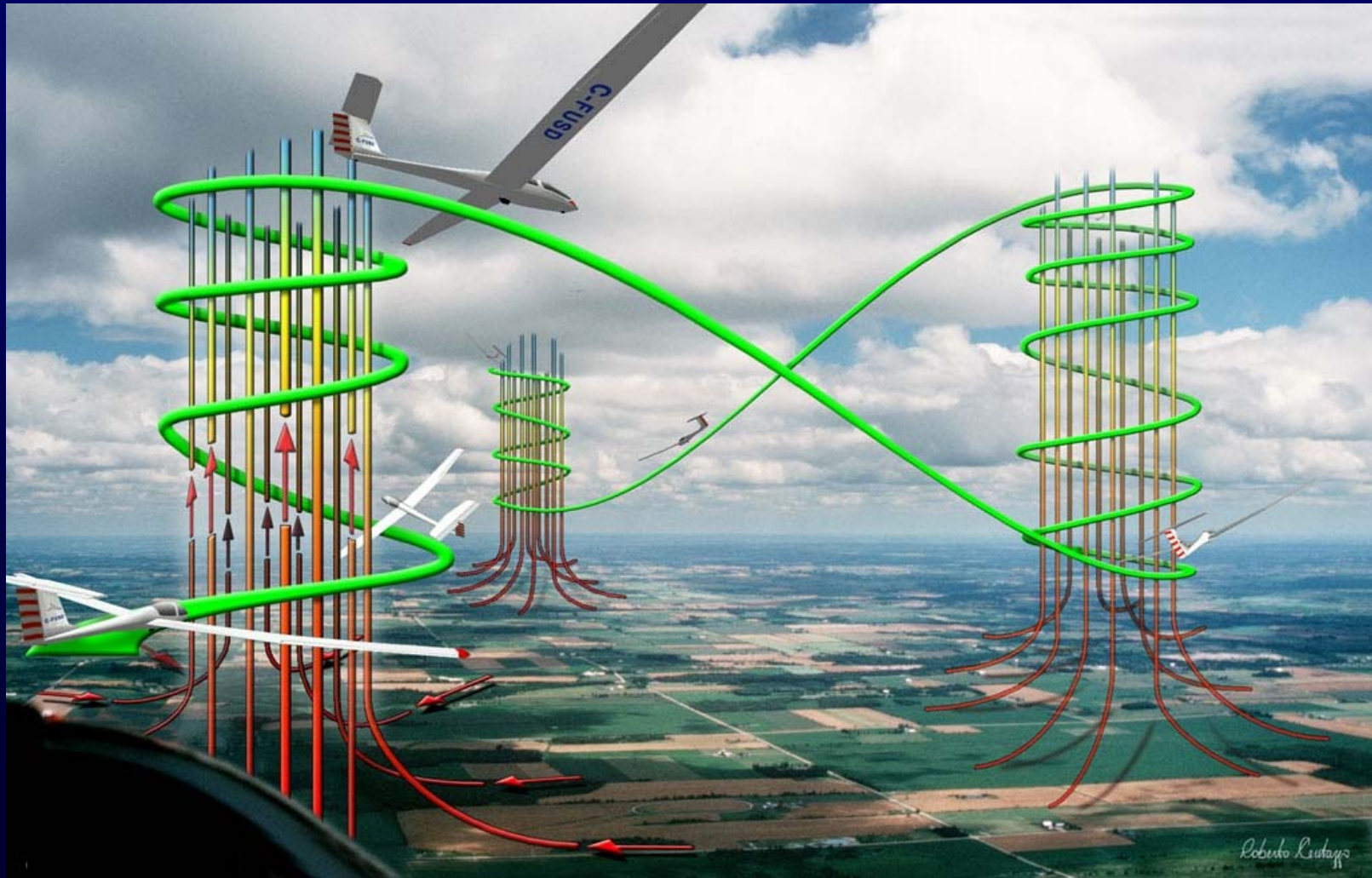
- Have Others Send Visitors To You

The **POWER** of Personal Recommendation

- Turn Customers Into Instant Affiliates
- Establish JV Relationships
  - Affiliate Contests
  - Run Autoresponder Swaps |



# List Growth: The Way It Works



# Viral Spiral List Building

Leveraging Your List For  
Growth And Profits



# Front End

- Front End Entices
- Front End Grows The List
- Front End Qualifies a Sale

"At Last! It's Really Making Money Online!"

**Discover how, with just a few hours each week, you can use our ready-made system to create an honest income of \$28,634.41 in just five weeks!**

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**Register FREE** for your manual and your own ready-made product sales site. Then we will assist you how easy it is to use this system for advertising your online business, recruiting thousands of prospects and customers, and generating a list of 13,726 hotmail buyers in just 4 days!

Using our professionally designed business-building system you will be able to...

- Build a **ready-made** business of 1,700 buyers ready for the first week and 13,726 in a fortnight.
- **Leapfrog** other Internet Marketers and take the lead over your peers.
- Enjoy the benefits of the Internet's most successful advertisement with 0% honest and secure monthly payments.
- **Prepay** your services beyond your wildest dreams in order to see them...!
- **Document** the proven strategies of the world's most successful Internet Marketers and earn \$28,634.41 in just five weeks...!!!

Enter your name and email below to get your hands on this secret system FREE!

Name:

E-Mail:

Press the button and check Your Inbox for a verification email to download this free product!

Sign Up NOW and See How This System Will Change Your Fortunes For Ever...!



# Back End

- Back End Builds Trust
- Back End Sells
- Back End Earns Money



# List Building: The Process

1. Squeeze Page - Give it Value...
2. White List Page
3. Verification Link by email  
(Double Opt-In)
4. Special Offer – or OTO
5. Build Relationship With Autoresponder
6. Back End Sales |



# Automate and Invigorate the Front End

Tim Brocklehurst

Regular updates with advice and help on various areas of Internet Marketing

## Build Your List - and Earn Money - While on Holiday...

Edit



How do you go away on holiday knowing you're list is building and you're earning money while you're away...

After all, that's one of the promises we're given isn't it, when we set up our online business? - make money in your sleep, make money while you're on holiday...

What you must do is get your campaigns running on autopilot - so you can leave them up over the Christmas break... This is how you build your list

Search this site:

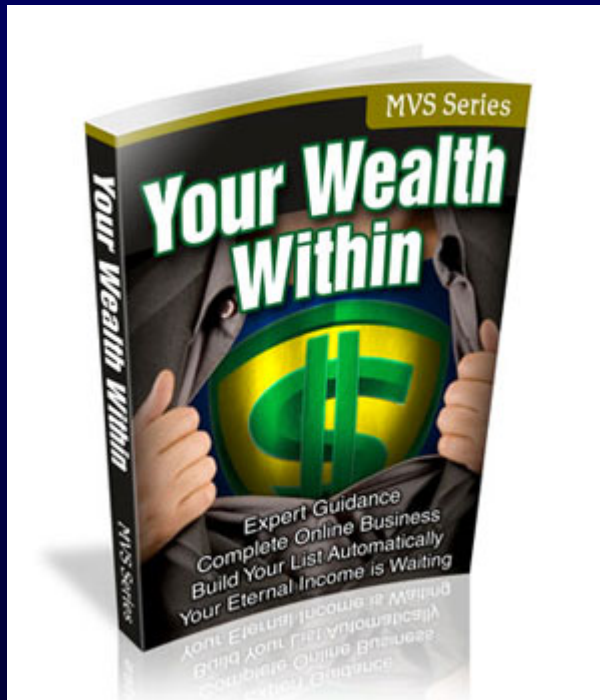


**\$47 Value: Yours FREE**  
Join the Newsletter

Best Email:

Name:

# Give More And You Will *Get* More



"At Last I'm Really Making Money Online!"


**Discover how, with just a few hours each week, you can use our ready-made system to create an honest income of \$28,634.41 in just five weeks!**

*"Here's a system which does what it says, is easy to use, and really works!"*

**Register FREE** for your manual and your own ready-made product sales site. Then we will prove to you how easy it is to use this system for automating your online business, recruiting thousands of prospects and customers, and generating a list of 15,790 hungry buyers in just 14 days!

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- Automate the proven strategies of the world's most successful Internet Marketers and earn \$28,634.41 in just five weeks... [We will show you how!](#)



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Name

E-Mail

**Press the button and check Your Inbox for a verification email to download this free product**

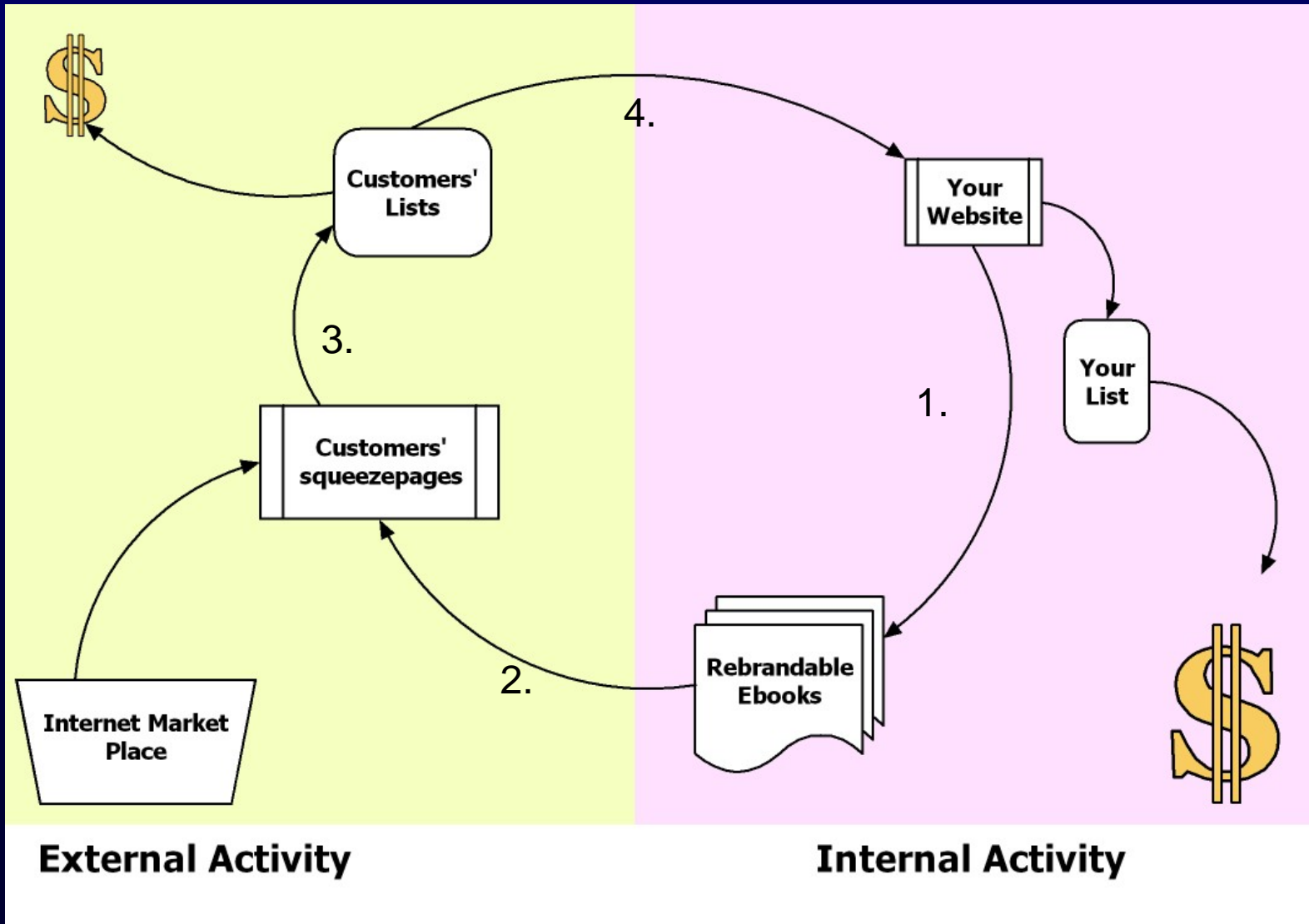
\* We hate spam like you. Your name and email address will never be sold, shared or disclosed. We promise to respect your privacy.\*

**Sign Up NOW and See How This System Will Change Your Fortunes For Ever...!**





# Giving Rebrandable Ebooks With Squeeze pages

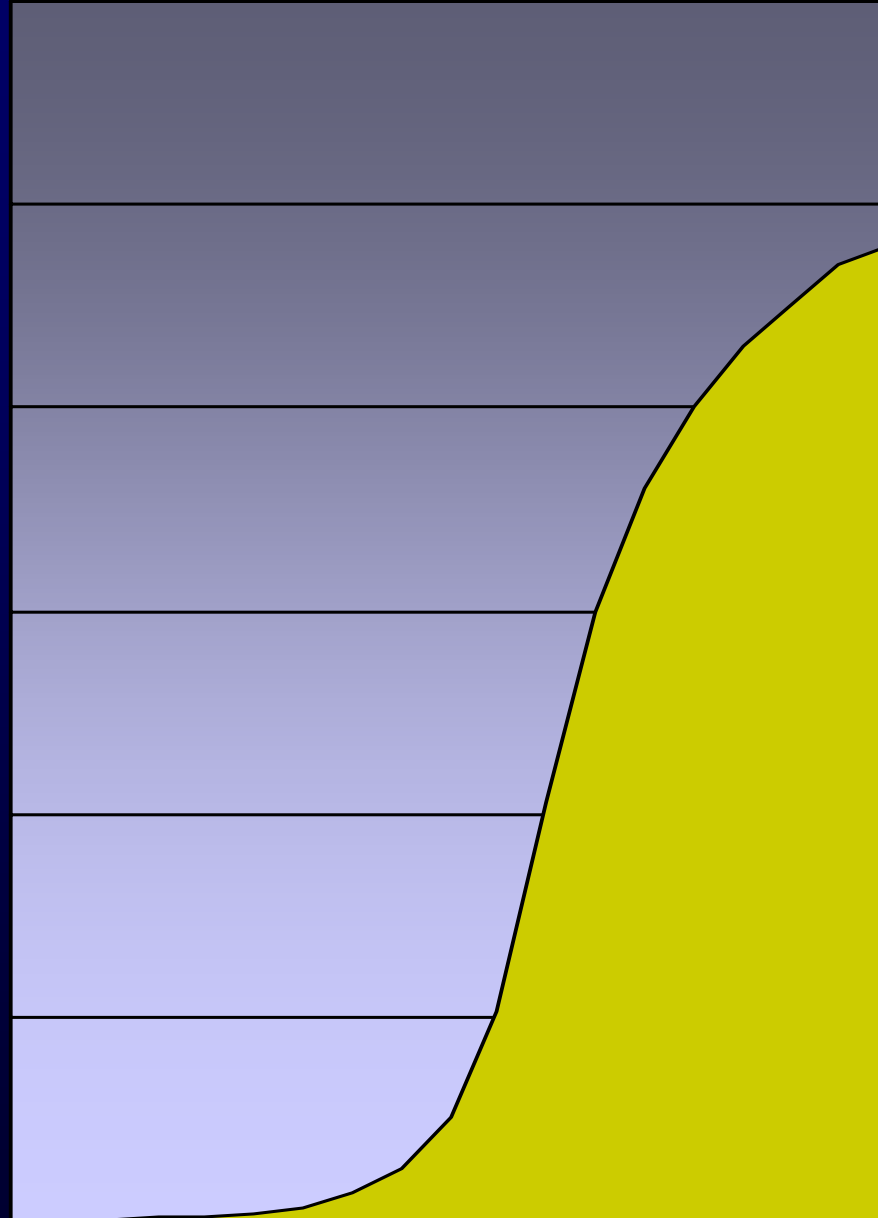


# Viral Growth Characteristics



- Growth at “Double Rate”
- Speed of Growth Increases with Size
- Exponential Curve |

# Exponential Growth



# Viral Marketing. Origins

- Hotmail.com Launched. June 1996
- December 1997... 8.5 Million Users
- December 1997 Sold to Microsoft for \$400 Million

Sent From My Hotmail.

For Your FREE Web-Based Email Account [Click Here.](#)



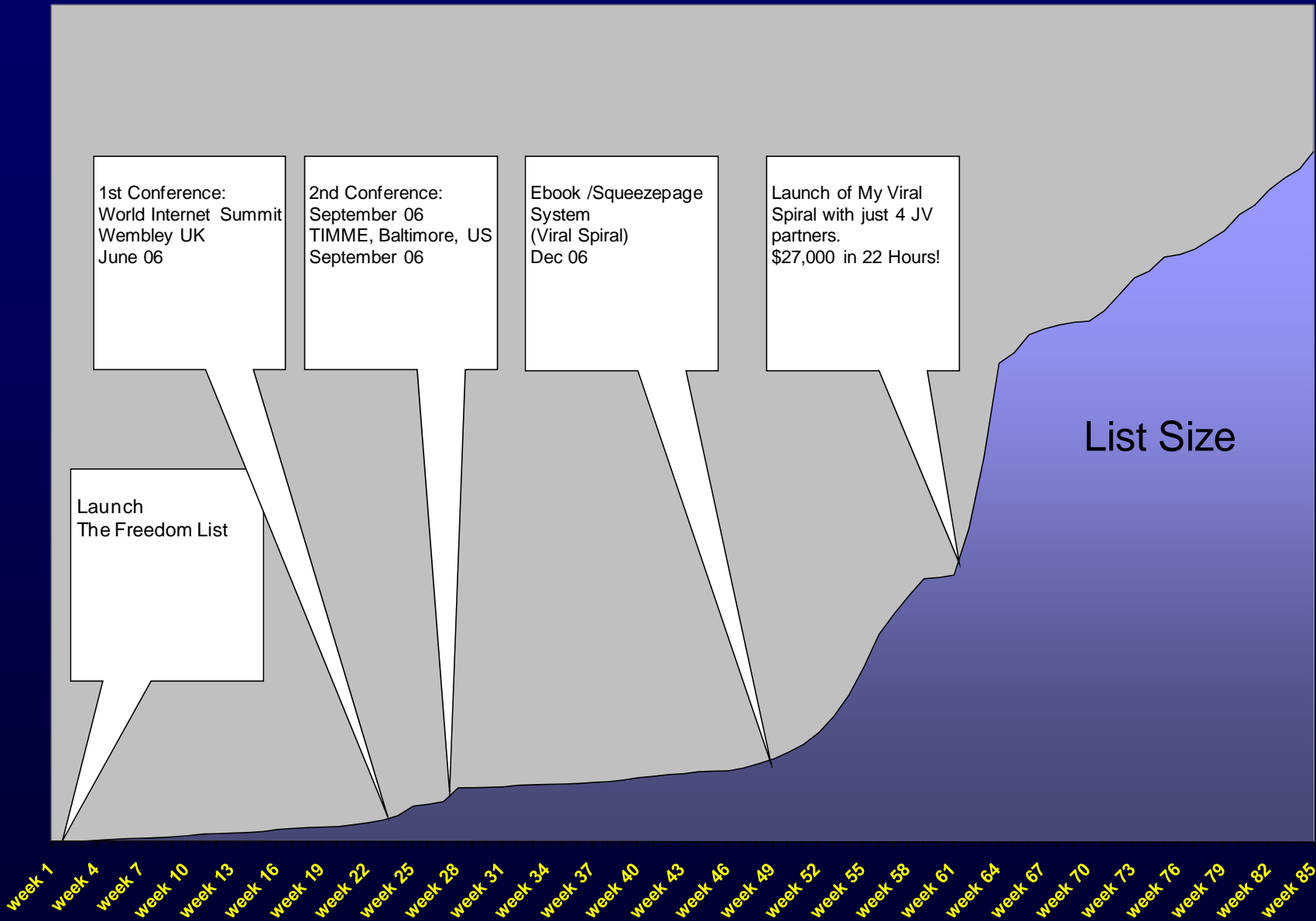
***“If You Have An Online  
Business And You DON’T Use  
Viral Marketing, Then You  
Might As Well Have An  
OFFLINE Business”***



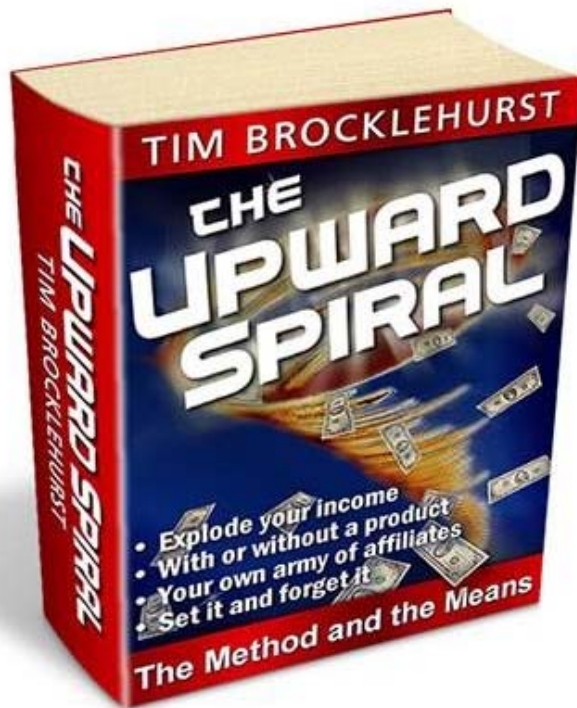
# Viral Motivators

- **Mavens**
- **Connectors**
  - **The Tipping Point – Malcolm Gladwell**
- **Incentivized Growth**
- **Inspired Growth**
  
- **Relationships**





# Viral Spiral Marketing





# Why 'Viral Spiral' Marketing

## Multi-Dimensional Viral Marketing

- ✓ Viral Ebooks
- ✓ Viral List Building
- ✓ Viral Affiliate Sales
- ✓ 'Hotmail-Style' Viral Messaging





# How Viral is The Spiral?

first few signups are yours...

	Member ID	Name	Status	Sponsor	Position	Level	Last	Start	IP
<input type="checkbox"/>	99999999	Tim Brocklehurst	Active	-1	0	0	2007-03-09	2005-06-01	
<input type="checkbox"/>	969719489	john	Active	99999999	1	1	0000-00-00	2007-03-28	86.135.97.199
<input type="checkbox"/>	99135224	caro	Active	99999999	448	5	0000-00-00	2007-06-02	71.68.209.58
<input type="checkbox"/>	1108496573	russell payne	Active	99999999	2	1	0000-00-00	2007-03-28	82.36.48.153
<input type="checkbox"/>	590348852	Frank	Active	99999999	447	5	0000-00-00	2007-06-02	156.34.221.145
<input type="checkbox"/>	608134298	Gillian	Active	99999999	7	2	0000-00-00	2007-03-28	194.154.149.198
<input type="checkbox"/>	90910422	John Barnes	Active	99999999	3	1	0000-00-00	2007-03-28	68.1.231.188
<input type="checkbox"/>	155229163	Andy	Active	99999999	76	3	0000-00-00	2007-03-28	74.122.69.4
<input type="checkbox"/>	190236534	dave	Active	99999999	205	4	0000-00-00	2007-03-28	62.253.32.7
<input type="checkbox"/>	1388814564	Patsy Pinto	Active	99999999	133	4	0000-00-00	2007-03-28	195.229.236.214



# How Viral is The Spiral?

Then, your signups bring signups...

	MemberID	Name	Status	Sponsor	Position	Level	Last	Start	IP
<input type="checkbox"/>	<a href="#">1015180771</a>	Thomas Bouchillon	Active	301429168	10710	7	0000-00-00	2007-07-29	64.53.22.163
<input type="checkbox"/>	<a href="#">449454328</a>	Evan Sheffield	Active	301429168	10709	7	0000-00-00	2007-07-29	69.19.14.20
<input type="checkbox"/>	<a href="#">44483354</a>	Ben	Active	352690165	10054	7	0000-00-00	2007-08-07	71.49.103.66
<input type="checkbox"/>	<a href="#">351697904</a>	Eric Jones	Active	352690165	10053	7	0000-00-00	2007-07-29	66.102.198.135
<input type="checkbox"/>	<a href="#">428732462</a>	Justin	Active	1376765408	5897	7	0000-00-00	2007-09-13	60.53.111.237
<input type="checkbox"/>	<a href="#">529286265</a>	Greg	Active	542548482	5785	7	0000-00-00	2007-09-14	89.241.94.91
<input type="checkbox"/>	<a href="#">18708447</a>	Sean	Active	831905647	5710	7	0000-00-00	2007-09-09	68.103.165.84
<input type="checkbox"/>	<a href="#">532575999</a>	Eric	Active	831905647	5709	7	0000-00-00	2007-09-08	24.234.196.134
<input type="checkbox"/>	<a href="#">1394451796</a>	Wendy	Active	349088524	5350	6	0000-00-00	2007-09-08	76.108.201.53
<input type="checkbox"/>	<a href="#">359500491</a>	Caroline	Active	349088524	5349	6	0000-00-00	2007-09-05	67.142.130.37
<input type="checkbox"/>	<a href="#">1276707674</a>	Bonnie Gay	Not Active	254977322	5205	7	0000-00-00	2007-09-03	74.61.230.49
<input type="checkbox"/>	<a href="#">254977322</a>	Eric	Active	941499474	5205	6	0000-00-00	2007-09-03	24.4.124.17

# Your Users Build Their Own Library of Rebrandable Ebooks

They Signup For One Product.

You Release The Others Day After Day With The Built-In Autoresponder

Every Time They Return To Your Site, They Are Building YOUR List.



# Included Promotion Tools

Make It Easy To Promote

- Email texts
- Traffic Exchange Ads
- Pay Per Click Ads
- Link Cloaking Code
- Banners
- Fast Action Bonus



# What MVS Does For Your Subscribers (Incentive)

- Friendly Download Area For Ebooks
- Easy 5-Step Rebranding Walk-Through
- Automatic Squeeze Page Generation With Their Own Unique Promo URL
- Easy Promotion Tools



# What MVS Does For Your Subscribers

- Broadcast To Their Referrals (Their List)
- They Choose Their Own Special Offer Page
- Continuously Builds Their List
- Your Contest Winners Earn Prizes |





# Easy Referral Contest (Maven Trap)

**MY VIRAL SPIRAL**

your LIST wants to ESCAPE...let it GO

**Navigation**

- [Home](#)
- [Build Your Business](#)
- [Email Your List](#)
- [Promotion Tools](#)
- [User Profile](#)
- [Logout](#)

**Administration**

- [Manage Products](#)
- [Activation Reminder](#)
- [Auto-Responder](#)
- [Broadcast Now](#)

**Statistics**

Top 10 Referrers Last  Days

Name	Level	No. referrals	Email
Simon Erteleng	1	69	baungbekut@yahoo.com
David Rohde	5	61	DavidRohde@heloworld.com
Larry Blake	7	28	trafficinfo2005@yahoo.com
Richard Schumacher	5	13	ebookplanet@profit-4you.biz
Al McCaslin	5	9	thatguyalt@gmail.com
Graham Pars	6	7	gfranchpars@gmail.com
Bo	5	6	mynewfeeds@gmail.com
Bo	5	6	bostanley@gmail.com
Andrew Schumacher	5	3	andrewschumacher@yahoo.com
Carlyn Langlois	5	3	carolyn.a.langlois@gmail.com

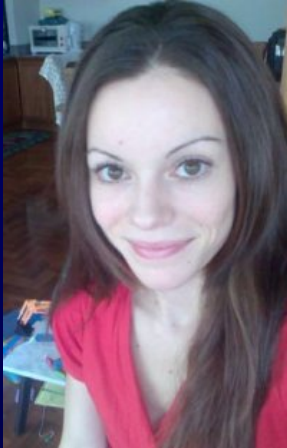
[Email TOP 10 Referrers >>](#)

# Can MyViralSpiral Really Work For You?

Here What Its Users Think...



# Testimonials: My Viral Spiral



**Holly Mann**

**"Once setup, MVS runs on autopilot - which allows me to focus on my other online projects."**

**I highly recommend it to anyone who wants to build their business, their list and create a online income."**



# Testimonials: My Viral Spiral



**Dan Long**

**"I easily recovered my total outlay in the first week I had the software running."**

**MVS is absolutely phenomenal. You have taken the chore of "list building" that used to seem impossible and turned it into an exact science.**

**Anyone can build a list now, a huge list that continues to grow on its own."**



# Testimonials: My Viral Spiral



**Andrew Stark**

**"I'm actually getting paid to build my list!"**

Before MyViralSpiral I would spend hours uploading various reports onto my website, and then wonder how I could link them all together.

Now, thanks to your script, every time I upload a new book, MVS sends an email telling them about the new upload. This feature alone has driven dozens of buyers to my affiliate links."



# Testimonials: My Viral Spiral



**Geoff Lord**

**"I have seen 'Viral' systems before, but nothing that works as good as this. Its an Excellent Piece of Kit!"**

I set it up and did one very small mail-out to a safelist. Within a few hours 39 people had downloaded the Rebranded E-Book that came with your system and a high percentage had gone on to buy my special offer on the backend.

These were all "NEW" people that I had never had any contact with previously. What was even more impressive was the fact that when I went back in there two days later, that list had grown to over 70...



# Testimonials: My Viral Spiral



**Heri Rosyadi**

**"Over 1,200 Subscribers  
in 5 days!"**

**Boy I am glad I bought MVS! I managed to bring in over 1,200 new subscribers in 5 DAYS with My Viral Spiral, and get the money I invested in the program back in no time.**

**My earnings are now a high multiple of my investment thanks to the products I promote on the back-end."**



# Testimonials: My Viral Spiral



**Dave Offen**

*"I couldn't believe how easy it was to set up... Now I'm seeing the start of exponential growth..!"*

- 2 weeks on and my list stands at around 250 and is already becoming viral, with my subscribers building their own lists through my websites and eBooks, so I'm seeing the start of the exponential growth that can occur.
- **ANYBODY** who is serious about building a list **MUST** give MyViralSpiral serious consideration. It's simply too good to miss!







# MVS:


## Do You Understand What It Does?

- Mario Andretti:

*“If You Feel In Control, You’re Not Going Fast Enough...”*

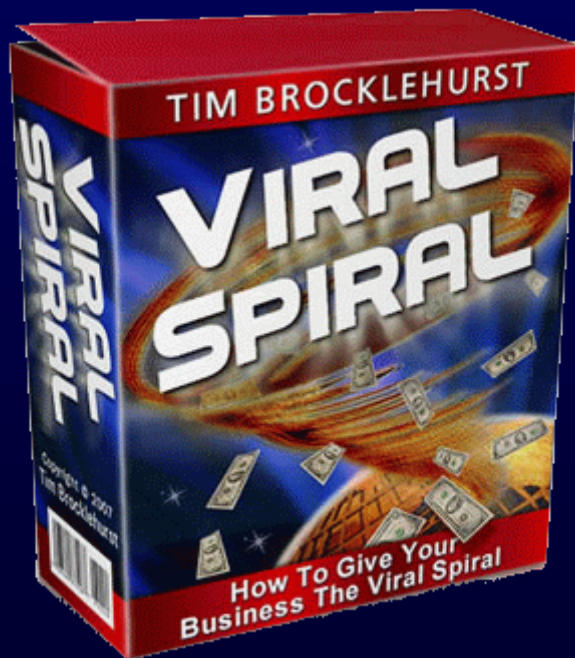


# My Viral Spiral

You +  =



# Your Fast Track To Online Success



## My Viral Spiral SUPER LEAGUE

