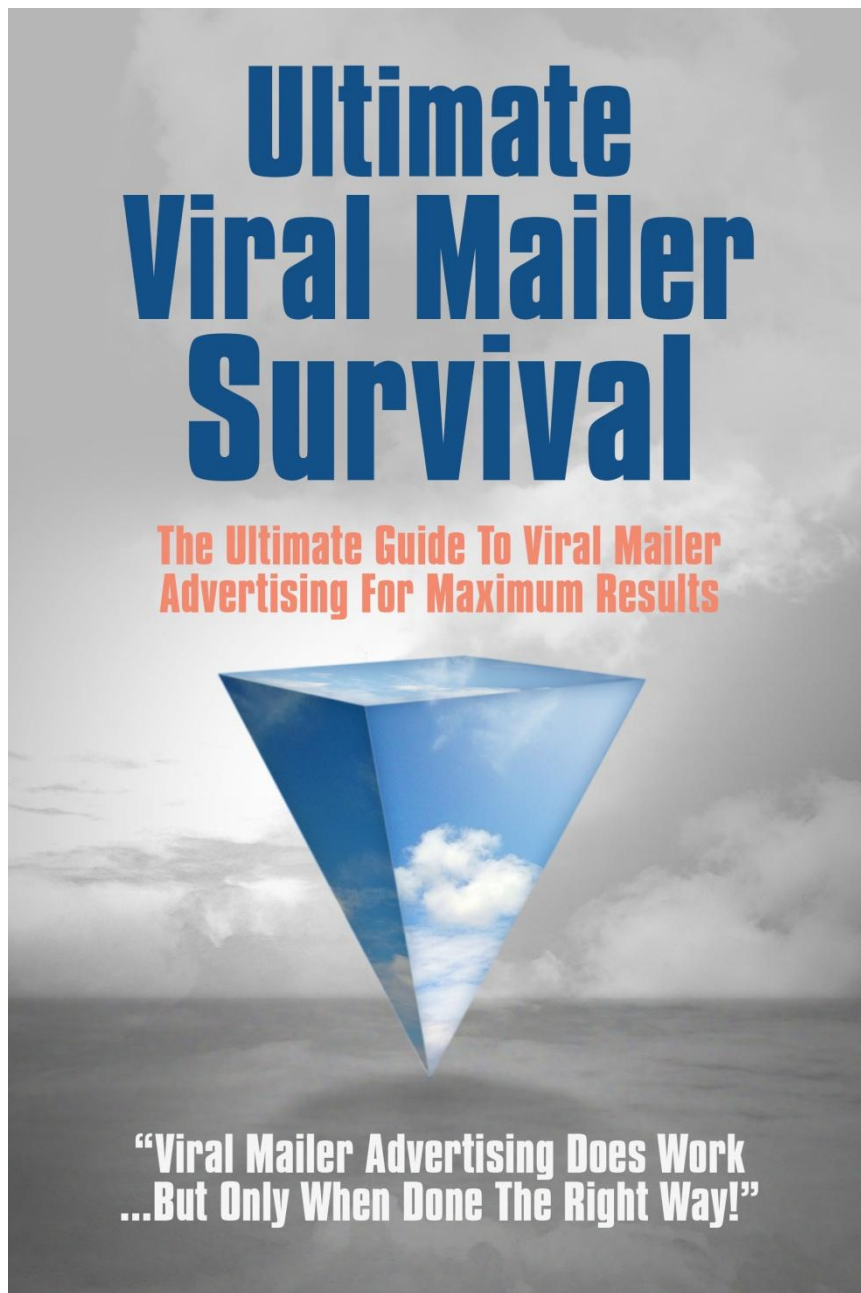


Ultimate Viral Mailer Survival Guide

**“The Ultimate Guide to Viral Mailer
Advertising for Maximum Results...”**



A Viral Mailer Profits Product

Ultimate Viral Mailer Survival Guide

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Introduction

I have been using Viral Mailers in my advertising since I first got started in internet marketing in late 2004.

Viral Mailer advertising has always been very effective for me and has played a vital role in my rise to successful full time internet marketer.

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.

What you need and want to take advantage of this new found sophistication is a simple and to the point guide filled with steps you can start implementing right away. The key topics I will cover are...

- How to use Viral Mailers efficiently and get results
- How to brand your name and face using Viral Mailers
- Use Viral Mailers to build your own list

However the main goal of this ebook is to show you that "Viral Mailer Advertising Does Work... But Only When Done The Right Way!"



Part 1: Setting Things Up

Email Accounts

The basic principle behind Viral Mailers is that advertisers get together and agree to receive email ads from each other.

Therefore you can expect a lot of email especially when you start using a lot of different lists. So under NO circumstance should you use your main email account when you sign up for Viral Mailers.

There are quite a few companies offering paid Viral

Mailer friendly inboxes, my advice... don't waste your money.

I use and recommend Gmail (Google Mail) it's the best solution for Viral Mailers and it is free.

Don't bother using some of the other free email accounts such as Yahoo, AOL or Hotmail their spam filters will only bring you headaches when using Viral Mailers (in fact many Viral Mailer wont allow them).

Using Gmail is also the foundation for some of the advanced tactics in this guide.

A Note On Automation

Auto submitters, auto inbox cleaners, auto validators and all other sorts of auto rubbish almost killed the Viral Mailer industry and they are the reason many marketers will tell you to ignore Viral Mailers.

After reading this ebook it should be clear to you that these automation tools are a waste of money and they will actually harm you more than they will help you.

But in short: don't waste your money on auto tools, you wont see any significant results. Following the strategies in this ebook will get you better results and it's actually so easy you would think it's all automated.

Joining Viral Mailers



Now that you have your email accounts set up it is time to start joining some Viral Mailers.

There are thousands of Viral Mailers on the market but 90% of them are utter rubbish and only populated by auto submitter.

It's unlikely you'd have picked up this Report if you weren't already familiar with the concept of viral mailing but just in case...

A Safelist is an email exchange program in which every member is free to email every other member with their promotions, affiliate links, joint venture requests, etc.

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.

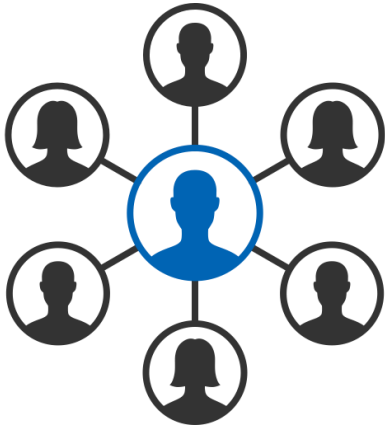
Until you have your own testing and evaluation system in place I recommend that you focus solely on the Viral Mailers in [Affiliate Funnel](#).

These lists are proven performers and won't waste your time.

Trust me – more is not merrier, you get far better results from consistently posting to the top 10 Viral Mailers than you will from sporadic bursts to a 100 small lists.

When you join the Viral Mailers you will have to click a confirmation link, usually at both your contact and list address.

IMPORTANT: don't delete the emails after you have clicked the link, we want to keep them for the next step.



Setting Up Your Gmail Labels

The labels and filtering options in Gmail are very useful when dealing with Viral Mailers.

Now that you have joined the Viral Mailers, you use the welcome emails to set up your labels.

I will use [Viral Mail Profits](#) as an example...

1. Open your vmp welcome email in Gmail and click on “Show details” in the header.
2. Mark the from email address and press Ctrl + C to copy
3. Click the “Create a filter” link next to the search boxes
4. Paste the email address (Ctrl + V) into the “From” field and press “Next step”.
5. Check the “Apply Label” box and choose “New Label” in the drop down menu.
6. Type in “vmp” as the name of the new label and press “Ok”.
7. Click on “Create filter”.

All email from [Viral Mail Profits](#) will now have this label applied and be filtered into your vmp folder.

Follow the steps above to apply labels for all the viral mailers & Viral Mailers both at your list and contact address.

This is a huge time saver in the long run and it will form the basis for some of the advanced tactics I will cover later in this book.



Part 2. Your Inbox Is A Valuable Tool

The Big Mistake.

Most people just log in to their Viral Mailer email inbox and mass delete all the ads.

This is a huge mistake, you need to study what other people are advertising and how.

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.

Here is a list of things you need to study and why... (always have a couple of Notepad windows open when checking your inbox).

- **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.

- Most of the good Viral Mailers are credit based and you need to click credit links once in a while (kinda hard if you have deleted the 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.

- Keep an eye on what other members are advertising. If 80% of the members on one Viral Mailer are advertising the same product/program you won't be successful with that unless you can do it better than the rest. So advertise something else or even better try advertising something that will help those 80% sell their product (more on that later).

And a word on fairness... Viral Mailers are an ad exchange community and if you just delete all the ads without paying attention you can't expect anyone to read your ads.

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The Inbox Routine

Thankfully the Gmail labels you have just set up will make your life a whole lot easier.

Here is a step by step guide on what you should do with your Viral Mailer inbox every day...

1. Start by logging into your Viral Mailer contact address inbox
2. Go through all the labels and scan the subject lines as outlined above.
3. Read the ads that interest you and remember to copy the effective ones to your Notepad file
4. Click for credits, clicking credit links in your contact mails will often earn you 10 times the credits you will earn from clicking the normal email and it can be a huge time saver.
5. Delete all the emails when you are done with all of the above

Time to log into your Viral Mailer email inbox

1. Again go through all your labels and write down the good subject lines and ads plus note down if a lot of people are advertising the same thing at one list.
2. Click credit links from the lists where you need to build your credit pool.
3. Delete everything.

There you have it. This method is not rocket science but it is something most users don't do. It will give you a clear advantage.

You can also buy credits and upgrades from most Viral Mailers. Its usually very cheap and it can save you some clicking time. I personally do a mix of purchasing/upgrading and manual clicking.



Part 3. Posting Your Ads

So now we have done our inbox routine and we have clicked for the credits we need. It's time to start posting some ads, but first we must understand one very important thing...

- There are different kinds of Viral Mailers and you need to use a different approach for different lists.

In other words we have to serve our ads in the best possible way and give people what they are looking

for.

Regular Viral Mailers

This is the original kind of Viral Mailer, no credits or other bells and whistles. This is just a pure exchange of email ads between members and people do not have an incentive to open your emails.

This is also where your inbox research and Notepad files will pay off because you need to have a good subject lines to get people to read your email and you need a good ad copy to get people to click through to your site.

Regular Viral Mailers are the hardest to master but some of the older lists have tens of thousands of members and you can get some great results from them because the clicks you do get will be targeted traffic to your site.

If writing good ad copy and subject lines sounds hard to you, I suggest that you check out [these free training guides](#).

Viral List Builders

Technically these aren't Viral Mailers, but they definitely deserve a mention, because they are even more effective than Viral Mailers.

You can't mail all the members like you can on a Viral Mailer. You can only mail your own downline.

That means that people receive fewer emails from these list, and therefore they are much more likely to use their primary email address and that translates into a better conversion rate for you.

The downside is that you actually have to build/start a downline you can mail (I'll explain later how you can use the standard Viral Mailers to do that) –

But with most good viral list builders you can upgrade and instantly be able to mail thousands of people.



Credit Based Viral Mailers

Have become the norm and they are generally the most effective kind of Viral Mailer, and where I advise you to concentrate most of your Viral Mailer advertising efforts.

It's a lot easier to get results with credit based Viral Mailer. Because, to put it bluntly, no matter how lame your subject line is some people will still open your email because they need to get to the credit link at the bottom.

This is what we need to keep in mind; they will scroll past your ad to get to that link and you will have 3-5 seconds to catch their attention.

So your ad needs to be short and nicely formatted. Including a funny or shocking headline with some bullet points and your link will work fine.

If you are allowed to use HTML do it. On credit based Viral Mailers you need to think of your ad as an attention grabbing splash page, format your ad the same way as you would a good traffic exchange splash page.

Of course a good subject line will mean more people opening your email and you might even be able to pre-sell the message, so they don't scroll right past your ad.

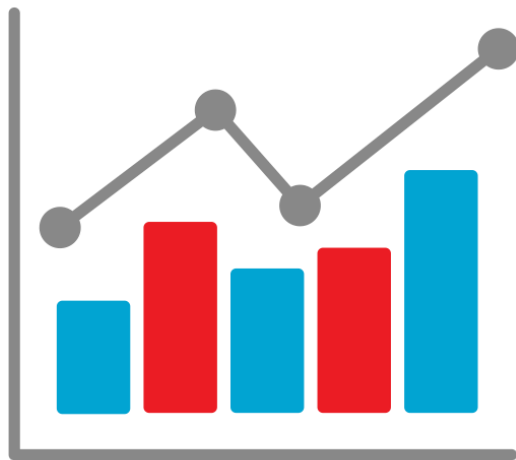
So don't ignore the power of a good subject line, just because you will get clicks anyway.

Nearly all good credit based Viral Mailers will allow you to specify a page people go to when they click the credit link. That's great because you a second shot if people ignore your ad copy.

Just remember that they might have ignored your subject line and ad copy completely as they are just going for the credits, thus sticking your main sales/join page in as your credit link will not work.

In the main ad copy you link to your main page for the targeted traffic and the credit link has to be a splash page or a lead capture page to benefit from the random traffic.

You can think of the credit links as a traffic exchange, it's works the same way (except you get the chance to use your ad copy to presell them on your splash/squeeze page).



Tracking Your Ads

Tracking your ads is a must when using Viral Mailers.

Running Ad campaigns without tracking their success is like playing darts blindfolded; chances are, you might hit the board once or twice if you throw enough darts, but you're not going to nail that bullseye.

Truly savvy marketers do not just settle on one group of ads; they produce multiple ad groups.

Take it from me you will get different results from the same ad at different mailers

So it's important to always be refining your ads to reach the right audience members and gather the most conversions.

What does that mean?

You need to know what lists are effective, what ads work where, and what subject lines and ad copies gives you the highest click through rate. Or in short...

- To see if your ads and subject lines need tweaking e.g. your ads aren't getting enough click throughs.
- To weed out the dead wood Viral Mailers that aren't producing clicks no matter how you tweak your ads.
- To see if you get a lot of clicks but no results. In that case you either need to promote something else or tweak your sales/join page.

Tracking conversion rates is a bit outside the scope of this ebook, but I have a bonus ebook for you.

It explains all there is to know about tracking and how to do it using Hitsconnect, you can download it below.

[Download "Tracking Your Way To Profits" Here!](#)

The bottom line is that testing and tracking is a great way to give yourself a pay raise. And it's easier than ever, especially with all the powerful tools available to you.



Don't Post the Same Ad to All Viral Mailers

You need to have 2-3 different ads and subject lines ready at any given time.

If you log in to the Viral Mailers and post the same ad to all of them your ad will appear 20 times in a row in people's inboxes.

You can promote the same product but use different ads and subject lines and rotate these on the different lists.

Changing your headline can double, triple, or even quadruple your conversion rates. This includes headlines on sales letters and lead pages, as well as subject lines on emails.

It requires a bit of extra work, but you will get far better results this way.

Create A Powerful Follow-Up Ad Series

Exclusive to HitsConnect Pro, this innovative system allows you to show a series of ads to each visitor across multiple sources.

What does that mean exactly...

It means hitsconnect smart technology knows which ads your prospects have seen already and serves up the next message in the sequence, so your prospects get to read a complete story line promoting your product

It's like turning the Internet into your own personal autoresponder list.



How To Write Killer Viral Mailer Ads That Get Results

Hmm... that's actually a very good example of a subject line that would be likely to get a good open rate on a Viral Mailer.

Viral Mailer are basically a numbers games and the more consistent you are in your posting the better results you will

get.

But as I've mentioned before great subject lines and ad copy will give you the edge over your competitors in that numbers game.

"Your Headline Is Your Ad...For Your Ad!"

As a matter of fact, you would be very accurate if you say that 80% (or more) of the success of any offer or ad is the headline. So be very sure to spend lots of time trying and testing different headlines.

"Salesmanship In Print."

The concepts and steps are the same whether you're talking one-on-one, face-to-face, to a prospect/customer or sending out a Email ad or sales letter to thousands online.

Always remember to write like you talk, and write your sales letters with a personal and conversational tone. Just like you're sitting down face-to-face with the reader.

Use this formula when writing copy

I know your problem (pain Point),

Here's the solution, (tell them the fix)

And I'll prove it's the best solution. (benefits not features remember testimonials work as proof too)

Then show them where they can buy the solution (the call to action)

You must tell them why they should care about your message.

This is your chance to answer the three questions that always comes to the mind of your prospect, namely:

1. So what?
2. Who cares?
3. What's In It For Me? --- they are only receiving on radio station "WII-FM"

Anytime you communicate with a prospect/customer they will be asking themselves these three questions before considering doing business with you.



HTML Rocks!

I recommend that you use HTML ads where allowed.

This way you can include images, banners, picture and generally make your ads more visually pleasing and much more likely to stop the reader before he clicks the credit link and deletes your ad.

Even if you are only going to post a simple text ad consider using HTML to change your font, make it bigger, highlight some words with color and effects

like italic and bold.

Just remember not to overdo your HTML ads, if your images take longer to load than it takes for people to locate the credit link, you are wasting your time and credits.



Part 4. The Clever Bit

Pay special attention to this chapter it will give you a real edge over the 99% of Viral Mailer users that do not follow this advice.

Use Viral Mailers To Brand Your Name And Face

To quote Jeffrey Gitomer “all things being equal people tend to buy from someone they know, all things being not so equal, people still tend to buy from someone they know”

Branding your name and face is a must in online marketing. A turning point for me was in mid 2005 when a lot of people started seeking me out for advice, wanting to join my downlines and buy my products.

They all said the same thing, they had seen my name all over the place and thought I was successful.

When people see your name and face over and over again it will build trust and they will be far more likely to join your list and/or buy from you.

Having full contact info on your pages will also increase your conversion rates as people feel far more comfortable buying from you than they do from a “nameless” and “faceless” website.

There are 3 ways you should use Viral Mailers for branding...

- Always include a signature with your real name and a link for your personal web site (or blog) in your ads. I don't recommend including an email address in Viral Mailer ads as you will almost certainly get a lot of spam and reverse marketing that way.
- If you use HTML ads consider including your photo in the ad, and/or your company or website logo.
- Always have as much contact info as possible on the web sites you link to. At the very least have your name and picture on them.

You will not get world famous by using Viral Mailers but every little bit helps. If people see your name on Viral Mailer ads every day and then maybe also see your picture and name on traffic exchanges, forums, blogs etc.

This all adds up and will make a huge difference for you.

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And now the extremely really clever bit

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.

What does that mean...

It means consider creating and giving away a short tutorial on a product or service that no one else has. You can always find one use for a product or service that isn't in the official user manual.

Use this tutorial to kidnap the mailer user on to your list then use the contents of the tutorial to convert them to a buyer of that product or service



Capture Leads & Build Your OWN List

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.

Focus your Viral Mailer advertising on capturing leads. Get people off the Viral Mailers and on to your own list.

That way you don't have to share them with thousands of other marketers, they will be much more likely to read your emails.

You can build a relationship with them and slowly but steadily train them to be buyers.

It's also much more efficient to focus your advertising on building your own personal email list.

You build a list of customers and prospects that you can market to over and over again, instead of having to go out to work or pay for advertising to make every single sale. If you read this letter, you will see exactly what I'm talking about.

What You Can Sell Using Viral Mailers

Nothing really :o) At least you won't get good results if you go directly for the sale. As I said above build your list and then pitch the product.

That being said not everything will sell on Viral Mailers and you can't just snap your fingers and get people to sign up to your list.

You need to keep in mind who your target audience is. The other Viral Mailers users are marketers just like you, who are trying to build their business and sell the products.

In other word the average Viral Mailer user is a work at home opportunity seeker, not someone interested in buying homemade craft work – and you need to work that to your advantage.

Don't try to use the Viral Mailers to sell niche products (outside of the make money/internet marketing niche).

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But... most Viral Mailer users haven't read this guide.

They are probably relatively new to internet marketing, they are busting their butts using free advertising like Viral Mailers and traffic exchanges and more than likely they are frustrated by the lack of results.

And here you enter their inbox... with a great subject line, a nice ad, linking to a cool squeeze page that offers them free information on how to be successful in internet marketing.

This is the real power of Viral Mailers, knowing the people that will read your ad, their problems and frustration, and being there on the spot to solve their problems in exchange for their email address.

There are many ways to capture leads from Viral Mailers, here are some ideas...

- If you promote affiliate products like Clickbank ebooks don't link directly to the sales page. Instead you should create a lead capture page and offer people a free report on the subject of the ebook you are trying to sell. Then follow up with emails about the actual product.
- Create your own products. These could be a small PDF ebooks or a videos. Offer them to people for free in exchange for their email address.
- You can promote programs that automatically sign people up for your auto responder one that springs to mind is...

oThe [Affiliate Funnel](#) lead capture pages

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.

The Almost Too Naughty List Building Tactic



I have been using JV giveaways for years and they are easily my most effective list building tool.

If you aren't familiar with the concept, here's how they work...

You upload a gift to the giveaway and make people go through a squeeze page and subscribe to your list in order to download the gift.

Your gift will be ranked based on how many people you refer to the giveaway, and generally a higher

rank will get you more leads.

The problem is that if you use your own list to build that gift rank. You will be sending your valued subscribers into a frenzy of squeeze pages.

And having your subscribers sign up for a multitude of lists in the space or days (if not hours), will more than likely diminish the \$ return of your list.

Enter the Viral Mailers, to the rescue... I primarily advertise the giveaways on the Viral Mailers.

This way I can build my gift rank and get a huge influx of new subscribers, without having to send my own list on to hundreds of other marketers.

This is an extremely powerful strategy, ***if you only pick up one thing from this ebook – make sure this is it!***



Part 5. Efficiency & Persistence Is The Key

Some will tell you that Viral Mailer advertising is a numbers game and they are at least half right (actually I think I did so above – well, I guess I'm half right then).

Of course you will get better results from a thousand ads than from a hundred.

But quality is just as important, I will take 100 ads posted to a good credit based list over a million posted via an auto submitter any day of the week.

Efficiency and persistence is the key to Viral Mailer success.

The Ultimate efficiency tool is...[Viral mail profits](#) with Ultisend...

VMP Is Not Just A Viral Mailer Its Also A Unique, Innovative & Push Button Simple Command And Control Centre For All Your Mailers that will help you easily decide WHAT to mail, WHEN to mail, SHOW you exactly how well that mail worked AFTER you sent it



If you are wondering what UltiSend is

It's a browser extension that lets you mail all of the mailers you use much faster.

UltiSend will keep track of when mailers are due to mail, how many credits you have and what the open rate has been for that mailer.

It can even tell you which mailers you need to be earning more credits for!

Here is a prime example of how good it really is:

John Lederer just told us this... I can't say enough about how AWESOME UltiSend really is!

I am SO GLAD you designed it for our use! It is easier, faster, & even FUN now to send my ads to the 141 mailers I am a member of!

and Peter Watson said this:

Friggin' Awesome!! :) Does that sum it up?

I have been with VMP since the early days and trusted it would only develop positively.

Without hyperbole, UltiSend has simply surpassed all of my expectations!

Imagine what you could do if you could get a 250% boost to your advertising. You can get that by using UltiSend.



When Is The Best Time To Post Your Viral Mailer Ads?

There really is no “best time to post”. The best time is as often as you can. But there is one important thing to keep in mind.

Generally emails are sorted in people’s inboxes with the most recent mails at the top.

You of course want your subject line to be the first thing people see, so try to get one round of ads out in late afternoon/early evening US time.

If your ad is very targeted to an Asian or European audience, you post late afternoon/early evening in those time zones.

This is when people are most likely to read your email. But this strategy really only is an add-on to the principle of posting as much as you can as often as you can.



Expanding With Upgrades & Solo Ads

As I have mentioned earlier Viral Mailer advertising is very affordable and as you of course use tracking links you will quickly learn what lists work best for you.

Consider upgrading at those lists, as an upgraded member can post more often, use HTML ads, use personalization tags etc.

Note that many Viral Mailers have some good deals if you purchase life time or yearly upgrades. Also consider purchasing credits to save you some credit clicking time.

Many Viral Mailers also sell solo ads. When you have identified the lists that work best for you consider investing in some solo ads.

These ads will be sent to members contact addresses and you will get a much higher response rate than with your regular ads.

Keep an eye on your own contact address and don’t buy solo ads from the lists that send out a lot of them every day.

Also see what other people advertise in the solo ads and don’t run an identical ad the next day. But Viral Mailer solo ads can definitely be a very cost effective source of advertising.

Yes They Do Work

If you have previously given up on Viral Mailer advertising or if you are a new user, I hope I have given you the inspiration to try using Viral Mailers.

Remember that if you apply some or all of the strategies I have shown you here: “Viral Mailers really do work!”

Recommended Tools & Resources



The Trafficera Club Membership is our flagship service for driving traffic and visitors from around the world to your business.

It truly is an elite service that significantly raises your status in the Trafficera community, and also opens connections in our partner services and products.

To see all the upgrades and bonuses you could get, check out the Club Membership here:

-> trafficera.com/club

And if you're already a Club member, just login to Trafficera and click the green "Club Membership" button to claim your bonuses!

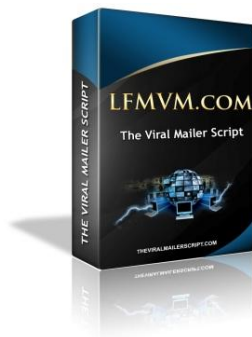


Online marketing is a numbers game, and we help you win it.

Hitsconnect is 100% hosted ad tracking solution so there is nothing to install, nothing to configure and nothing to worry about.

- * Discover which traffic sources work for you, and get more of it.
- * Use it as a classifieds ad tracker or Craigslist ad tracker
- * See changes in traffic, conversions and profitability instantly.
- * Simple ad tracking interface that anyone can understand and use.
- * It works perfectly out of the box, packed with features.

So go ahead slot in the last piece of the puzzle [Join HitsConnect](#) Now



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.

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