

Mammoth Myspace Marketing

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Table of Contents

Preface	3
Part 1 : Intro To Myspace	4
Chapter 1 : Myspace Quick start Guide	5
Chapter 2: Your Profile & Traffic secrets	8
Chapter 3: Where are the Targeted Viewers	11
Part 2: Profiling for Profits	12
Chapter 4: Hidden Ad-Space You have access to	13
Chapter 5: Repeat Customers for More Sales	15
Chapter 6: Help Members and Earn Money	16
Chapter 7: Accessing Untapped Markets	17
Part 3: Other Tips and Tricks	18

Preface

It's seems like every day that you turn your computer on and go surfing, a new money making scheme pops up and and presents itself. Some are quite reputable while others are plain lies and deceit. In all my years in Internet Marketing I have read many marketing books and popular e-books, all deal in how to make good decent money online. It was not until recently that I had a lightning bolt moment and realized that they were all similar or included one simple message.

This was the fact that if the reader does not put theory learnt into practice, then they will not make money. Plain and simple really!

The two rules of procrastination: 1) Do it today.
2) Tomorrow will be today tomorrow.

Don't become just an onlooker make sure if you gain knowledge and can apply that knowledge to further yourself financially, act upon this. Be persistent and you will be rewarded. Most of the Internet guru's are pure examples of this.

Please use this book as one of your top marketing weapons. Let it drive your ambitions further. The methods documented in this ebook have been tested and with dedication and a little work can bring in modest amounts of money on a daily or weekly basis.

Your job is to at least attempt to achieve your goals, not to just sit back and wish for them to come true. Remember that if you are not persistent nothing will ever be accomplished. To achieve something that is valuable will take some sort of dedication.

Part 1

Intro to Myspace

Welcome to the new and exciting little world they call 'Myspace'. It has revolutionized what is described as being an online community. These little online communities are popping up everywhere (e.g. forums, chatrooms, Ebay) If you are not familiar with myspace.com and its internal workings, here is some background information that will help you see that there is potential money to be made 24 hours a day, 7 days a week. It's quite a powerful little site that until recently no one really utilized.

At Present, myspace.com has recorded 68 million registrant database. Yes there are 68 million people subscribed to the myspace site. Incredible! It has now taken the world by storm, and is by far the largest social networking site. The

best part about this is that its growth rate is phenomenal. What is even more interesting is that it shares similar qualities to another site that took off and exploded on the internet some years ago? Can anyone think of the site I'm referring to?

This is not a hard one?

It's quite easily actually.....It's ebay.com.....yes!

Now what people don't realize is that the success of these two sites is related to one thing. They both impersonate various "real-life" environments or situation that we participate in.

More in detail, Ebay is just really a huge virtual mall we can shop in. And myspace is a like belonging to a huge virtual community. Yes we have instant access to both and anyone with a computer and keyboard can become part of this online congregation, but I would like to show you that this e-neighborhood is more complex and has become a crucial part of doing business online.

Networking is a crucial task superiors must carry out, if they want their business to survive. Business people use myspace out of curiosity and for leisurely purposes only. However in terms of business networking practices, myspace capabilities are astounding.

People class myspace as a 'leisure only' facility and have the impression that there are no sales transactions regulated (like ebay) so that they should not occur. This is completely wrong! However this will be explained later on. For now, here are some myspace basics, which is going to help you to get started.

Chapter 1: Myspace Quick Start Guide

Obviously, if you don't have a myspace account you need to register or sign up now. Don't worry it quick and easy, and the best thing is that it's **FREE!**

Go to www.myspace.com to sign-up with myspace now!

Once you have signed up, you will need to get to know all the tools and resources. So familiarize yourself with everything and read some help files as well. Learn how to personalize your profile. It's quite an easy task. Later you will be utilizing this to create a passive income stream, with not much effort on your part.

If you have ever renovated your house to your liking you can do the same on myspace. You can add colors, HTML, designs that suit your needs. There are some additional tools you can use for this as well. They will help give you a really nice looking layout.

<http://www.myspacesupport.com/>

<http://www.bigoo.ws/>

<http://www.2gn.net/>

Make sure that you test the different setting and tools on these sites. You can add many features to make your page more vibrant (e.g. videos, pictures, music, text) You can get caught up with this and spend hours on this. But I recommend to just play around for an hour until your happy with your design, you can spend more time on it later.

Myspace Friends

This is one of the most important parts of the myspace community. I absolutely love this feature because its just like you drive down the road to meet a friend, but there is

no need for you to drive, you can just logon with your computer and say hi. What's really cool is that there are millions of interesting new and exciting people out there waiting to meet with you. You can meet in groups or make acquaintances.

You can add and remove friends as you feel (located near the bottom right hand side of the member's profile). If you wish to be added to a members list, there is a link that is provided on that person's page. One of the most important features of this ebook is that it relies on how many friends you can make on myspace. Don't worry, this is not hard at all. But the more friends that you can make, the better chance you have of being successful and making some really good money.

Mypace Groups

This feature is a favorite amongst the regular myspace users. It's a way for users with the same interests to meet in the same spot and discuss a subject that is close to them or interests them. One thing you need to note here is that there is an opportunity because we have large groups of a specific target audience.

Myspace Communication

There are four ways of communicating on myspace.

- 1) Email Messages – These are private messages sent to and from member to member. They are good for talking to friends but very unreliable for making money.
- 2) Bulletins – Bulletins are the star performers for what we are talking about here. It's priceless real estate that we will be using to our benefit. Bulletins are really

messages that are intended for everyone on your myspace friend's list to see.

- 3) Blogs – Blogs or ' Blogging ' is another great source for getting targeted traffic to view what you have on offer. It's more like a newsletter format, where you keep readers up to date with specific detailed information with regular posts.
- 4) Forums – Forums are a great tool on myspace. Bulletins are similar to the forum, however a forum is more like active continuous conversation between different users. A bulletin is more like one person posting a comment and all responses are disabled.

Chapter 2: Your profile & Traffic Secrets

I must stress the importance of this chapter. If you complete the following tasks and carry them out well you are guaranteed to get some good end results.

Your goal after signing up will be to go and make friends. Go out and make as many as possible. I know that this whole idea of having friends is quite unrealistic as they're not really our close friends, but that is beside the point. Also there are some privacy issues here as well but the whole idea here is that we are learning to network effectively.

If you want to be a successful networker in myspace, I suggest you sign up with 3 or 4 accounts. Then you can get specific targeted friends on each and experiment with a specific niche with all of them. Also if you have a personal myspace account, please use it for leisurely use only. Don't use it for any business dealings we are describing.

OK, now you must understand that if you want to make money on myspace and make heaps of it. You must grow your friend's list as big as possible, and fast. It sounds difficult at first but you will have the resources that you need

to do this. You need to build your list for success later down the track.

Network and list building Method

So how do we go about networking and building a list?. If you don't know how to add friends to your profile, the traditional method is the easiest, but not that effective.

Go and search through the database in profiles. If you see any person or personality that interests you, click on their profile then click 'add to friends' link under the individuals picture. Once you do this, a message will be presented to that person with your actions asking them if they approve. If they do, they will be added to your list. If they don't approve then don't take offense, go and have a look at some more profiles.

This takes a heck of a lot of time. And if your trying to build you friend list in the quickest time possible I recommend against it. Use it as a last resort. To build up a really good quality list in a short time here are some tips :-

- Create two, three even four accounts and customize them for specific niches. You will get some good quick results and build some good, fast lists with this.
- Add a picture of an attractive women on your profile. Yes ok! It's a bit naughty but in today's society geeky looking dudes are not in(no offense to you if this is you) this is appealing to the general population and will help you to get friends. A little bit deceitful I know, but it is really effective trust me. If in anyway you feel against this morally or personally I understand...so don't do it. Remember I'm giving you options here.
- Do a joint venture with an existing member with a large group of friends. Approach them with a JV opportunity and ask them if they are interested. You're

- really utilizing someone else's list without having to do all the dirty work.
- You could create a theme-based profile. E.g. Say if you like the game half life, you could create your profile around this. Then watch your friend list explode.

Using Myspace Trains

Myspace trains are a great way for you to acquire a big group of friends. If you haven't seen a train or know much about them, it's really a website that has a specific program code that allow a member to add their profile to a chain that is seen in all the bulletins boards on the different Myspace communities.

Here are some of the best train sites that you should be using if you decide to go down this avenue.

www.makeatrain.com

www.myspacetrain.com

www.whoretrain.net

Whoring...What the??

I'm not to sure of the genius that came up with this name but it is widely known in the Myspace communities. Maybe there should be another name for this, but I'm sure all the comedians out there have a laugh a day over this one.

So what is whoring?

Ok it's not the obvious. Whoring is a practice used by many marketers on Myspace. Basically, it is a much-defined cut down version of the train method that was described above. This is commonly referred to as a 'Whore 4 Whore' (ok keep reading when you stop laughing...)

In Layman's terms, all this really is, is an exchange program. What people normally do is have a pact that they will post each other's profiles in a bulletin in a specific niche. That way, they will be seen by all their friends participating. When people see some good comments and their profile there will also be an "add-friend" button which will be embedded in the message giving the user an option to add them to the list. This is quite effective way to get some extra friends fast.

You normally have to use HTML code to help with this process, but you can use a generator (like <http://myspacesupport.com/myspace-generators/whore-me-generator.php>) It will make the process a lot easier.

All you are really doing is getting some of your friends and your friends' friend to add you to their lists. It's the viral marketing aspect of the myspace community.

If you are a little confused about the whole whoring process. Here is an example to help you better understand the process.

Member A sends a bulletin message to all of their friends stating that Member B is a great person and should be added.

Member A does the same thing on their bulletin as part of the agreement and both members increase their friend's list.

If you are thinking about creating more than two accounts on myspace, then this will build individual lists very quickly so make use of it.

Chapter 3: Where are the targeted viewers

You know where the groups are as explained earlier. But in the whole money making process it is mandatory to get a targeted audience or really find out what things people are "looking for". This is the real secret here. If you are able to find what is popular, or find what people need to know, or crave for. And you give it to them, your 90% of the way there to making some good profits.

This concept is better described [here](#)

I think the best use for the Internet now is that it provides us with up to date information with everything, with just a click of a button. We can track trends, new products or 'crazes' that pop up with precision. Anything that is added to the Internet can be accessed tomorrow, next week and years down the track.

The best thing about this tracking theory in terms of marketing on Myspace, is that you don't have to go out looking for niches to target to. They are already categorized for you.

Say you have a group of 500 people who are interested in Automobiles; they will have their own group sorted. Remember new members are joining these groups each day. So even if you see interesting smaller niche groups keep checking its size, as it could develop into popular crazes or interest large groups of people later down the track. If you can catch these before they explode you might have a winner.

Now that this is occurring, Myspacers have become aware of this and some groups may not allow you to place an ad or link in their forums. But there are plenty that you can advertise in, so you won't have too much trouble. Just make

sure you read the rules and regulations before you make posts.

I would recommend that you start your own group. Why? If you are group moderator then you are the one to make the rules. Another good strategic component to becoming a moderator is that people take notice of what you are saying, think that you are important or a big wig in that niche and it eliminates the competition.

Part 2

Profiling for profits

Ok now you have been introduced to myspace communities and all the basics, its time to get to the important stuff. Some of the following techniques are quite complex, however I will do my best to explain them in laymen's terms.

I understand that this is a lot of information to take in, and you might be experiencing this for the first time, however it's important that you do not rush through this, as it will affect your results.

When I first started making money online, I found some really good resources that helped me out. Ebay was a good start for creating residual income and I used Jim Cockrum's ebook as a guide and was quickly making about \$550 week in, week out. Not bad results for a beginner.

If you would like to quickly download his book, you can get it [here](#)

Chapter 4: Hidden Ad Space you have access to

Now that we have covered what forums and bulletins are and how they are used, lets delve further and see just how you can make money with them.

If you are not aware, there are many websites that have massive lead generations and pay-per-lead programs. This means that you can simply pick a program you wish to advertise and if you make a sale they will give you part commission for referring people to their sales page. The commission rates that I have seen range from about 30% - 60%. But realistically this depends on the sales rates and volume of sales. Also how much of the profits the sellers are willing to give up for getting referred sales.

Here are some of the best websites to help with the sales and commission process.

www.clickbank.com

www.revenuegateway.com

Leadermarkets.com

If you're still with me congratulations. Most people give up now when they find out they have to do a little bit of work. Oh no! I just said the 'W' Word.

Once you sign up with some of these sites and read the regulations it's really not that hard. Once you have read through the rules your now ready to start some myspace campaigns and make some dollars!.

On the myspace homepage enter the group section. Surf around this section and see if you find a category that takes your fancy. You should be picking something with a high number of members. The more members the better.

When you have found a niche you think looks good and has lots of targeted viewers, you need to find some sort of a product or software that is related to your niche you have decided upon.

Here is an example : Lets just say that you have found a dog training group which has over 3000 members. You need to find a product that matches that group, such as a dog training ebook. You will find that an affiliate network (such as clickbank) will have plenty of eligible products available. Do a search and see what comes up.

Once you get the members to click through and read your post and then buy the product your earning \$15 commission per sale. From 3000 lets just say we have a bad sale rate and only 1% end up buying it from your link. That's still \$15 x 30 sales = \$450. Wow! Not bad for a little bit of work now is it??

Are you starting to see how effective this myspace marketing is now?

Chapter 5: Repeat Customers for More Sales

This is quite an important topic and some of the smartest Internet marketers are using this quite effectively at the moment.

'Blogging' as its called, is like your own personal myspace newsletter. All you have to do is target a niche and write a continuous newsletter with really good valuable content about your subject.

This really works in well with myspace blogs. All you have to do is come up with a unique topic that has a lot of interest from other myspace users so you can keep sending them back to your blog. The secret is to keep them coming back for more. Keep them in suspense and in anticipation for the next post or product you are advertising.

If you get the right-targeted traffic and it must be continuous traffic, the hardest part is complete. All you really have to do now is find a product. But it must be a product that has a good commission rate and great for you target audience.

From here, you must keeping posting informative things to your blog and keep looking for products to sell. Once people work out you really know what you talking about, they will start thinking the products your advertising must be good and will decide to purchase them.

You should keep posting things like 'tip of the day' 'website resource for today' to keep them up to date with all the latest and greatest information. But what you must remember is that you cant just post worthless information or you wont get return visitors. Post things that will help them save time or make money etc and you will get the results your after.

There are some good books out there that give some great information on how to create perfect blogs. See below.

Bloggging to the Bank. - [Download it here](#)

Building a Blog Empire for Profit. - [Download it here](#)

Chapter 6: Help Members and Earn Money

Remember before we were talking about Whoring and joint ventures. Well this is where your larger lists from friends will come in very handy.

Once you sign up with Myspace and start to surf around what you will notice is that there are some businesses that are advertising quite heavily. They promote their business and promote them fast. And what is the best way to do this? Pardon my French...but they need to get whored by individuals like you.

So what all the Myspacers don't realize is that you can charge people a small fee for this service. If you have a good blog or bulletin you can post this service and explain it in detail just what your offering. I know 6 people who are making over \$800 a week from doing this.

You can use a message like this.

"I guarantee a 3000 friend count added to your list every week, for \$30 a week "

A lot of people are using this technique at the moment and you will defiantly get some good responses if you do this too. I have seen people offering this service for free. Don't do it! Why not make some money for your efforts. That's why we are here in the first place aren't we??. You will find that some people aren't bothered giving away \$20 or \$30 if they can get a good list given to them.

Chapter 7: Accessing Untapped Markets

Since we have covered some of the most important ways to get traffic and market to them on Myspace. There are some

other ways to access untapped markets. This is beneficial for those that don't have access to many friends whereby you can use another members profile to advertise.

Another avenue is to go to Ebay. You will find that a handful of members have their profiles up for sale on Ebay. I have seen some of these sell up to \$800. Lets just say if you get your three or four profiles up and running well....imagine selling those for this price. WOW!

Another avenue that has worked well for me is to sell advertising space on your profile. This could mean charging a small fee to let others advertise on your blog, bulletins or even your main page. You can charge them a monthly fee (on going) or a one off fee, however it is another great way to generate profits.

Make sure you let your friends list know about this, you just never know who could be interested in your offer. You must take into consideration the effectiveness of your list and niche and make sure you decide on an appropriate price to charge. Most people hate seeing rip-offs on Myspace, so don't damage your reputation by making your advertising fee too high.

If you are having trouble developing a nice big friends list, then you can use another alternative. What some members will let you do is use their profile for a fee. Surf through a few profiles and find someone that has 1000's of friends and ask them if they would be interested in such an offer. You might even directly ask them if you can advertise on their main profile page. If you keep looking you will eventually find someone that will be interested in helping you out. You might have to do a bit of investigating first and find out what members they are attracting (their age, gender, and interests)

If you spend the time doing this you will be able to find the right products to sell to them when it comes time to advertise to them specifically.

If you can manage to get a high traffic profile, or eventually advertise on a popular members site, you will have the world at your fingertips literally. The network of people you will have access to will be massive.

Part 3

Other Tips and Tricks

Hopefully by now, you have everything you need to start making some good profits from myspace. However this is the first time that I am going to reveal some of my extra personal secret tips. They will help you to fast track your success with the myspace environment.

1) Lets just say things are not looking good and you can't get that list up and running, and you can't leverage off other members and their lists. Don't worry! You can use a pay-per lead survey, such as the ones at www.leadermarkets.com (they have over 50 to choose from) and you can start a campaign for each of them and make money this way. Many people are making some good profits this way.

The great thing about these is they are very quick to set up.

The next thing to do is that you need to set up a bulletin to your friends and let them know about it. I use the following script :-

"Hi guys,

Just seeing if you can help me out very quickly. It won't take much of your time. In fact its only going to take

about 1 minute. I have some surveys that only require your zip code; I've listed them below. When you get a spare minute or two just run through them really quickly and get me some leads

If you haven't heard of this leadermarkets.com, it's an awesome affiliate program that you can use to give you extra cash each week. If you go ahead and sign up I will return the favor

Thanks"

Ok, you don't have to use that exact script...but it has worked well for me in the past. The good thing about having your friends, however many you have is that they are always willing to help you out. Especially if they can get something in return. Always think of the "what's in it for them" factor and this is another way to increase your profits.

The whole idea of this is to get them interested in what your doing. Then you can help them out when they need help. Make the relationship between your friends on myspace a continuous give and take relationship. If you continuously help people out, they are going to help you out and tell others about you. These surveys really do work great. It will increase your network of friends as well as you profits.

2) The second trick is similar to the first one, however the payments are greater. You will have to do a bit more work to get this one going, however it's fairly easy to get started.

You really need a bigger list for this one, so keep building your list. I would recommend using the 'train' method as it has served me very well in the past. It will fatten up your list in no time.

For this I use survey companies that pay a dividend for each survey that you take. They are really relying on you to make them money.

Survey scouts are the best one I have found [click here](#) to go to their website. (scroll right to bottom and sign up)

They pay you to refer people to take surveys. As an affiliate you get paid every time someone fills out a quick survey. It's quite a good little money-spinner.

So sign up, get started on this and you'll be amazed at the results. Advertise them in your blog, your bulletins and your main page. Make sure you don't sound like your selling a product. That normally turns your friends away. Just let everyone know it's a great little tool they can use to make some extra income.

Make sure you test your ads to record the results. After a few tries you'll find what works and get the most myspace friends to click through and fill out the surveys.

Ok that's about it for now. I don't want to hold you up any longer. Go out now and put this theory into practice and if you have done it correctly you will see the profits that you deserve. Yes, there is a little bit of work involved but it will be well worth it. I must stress that you need to build your list and get it as big as possible using the techniques I have described above. Good luck, All the best.

To your success!