

Internet Marketing TipSheet #19

Viral Reports: What They Are and How to Write Them

If you are looking for a way to drive traffic to your site, consider writing a viral report. A viral report is a small, focused special report that you allow other people to brand with their affiliate links and pass onto their mailing lists.

This is a win-win situation. The people who are passing your report on will have free, ready-made content to use, and you will have an army of people passing out your report, which is going to drive traffic to your site.

You do not have to worry about someone stealing your work. You can include a message in the report that specifies your name and website must be kept on the cover page. If you want, you can purchase software that will specify which links in a PDF document that can't be changed

Writing a whole report may seem like a daunting task, but you can break it up into smaller, easier to tackle pieces. Take the subject matter that you want to include and break it up into sections. If you write one section each day, which will be the equivalent of one or two articles, you can create a special report in seven to ten days.

As you write, keep your report easy to read and understand, but also entertaining. If it is dull or boring, people won't take the time to read it. Many people simply scan pages, rather than read every word on it. Grab, and keep, your readers' attention by formatting your headlines in a bold, clear font and using bulleted lists to highlight important content.

When deciding what to write about, do some keyword research and find out what your target market is searching for. You can also look at your website's statistics and see which pages are getting the most views. If you find that a portion of the articles on your site are getting more traffic than other parts of your site, create a special report that goes into more detail about those hot topics.

Your report's content is the most important part. Keep your report from 7 to 14 pages. This will allow you to provide enough content to keep your reader engaged, but also keep it from being so long that they don't finish it.

It may sound like a contradiction, but giving away information, in the form of viral reports, is a great way to promote informational products. Give your readers enough information to answer their basic questions about your subject matter, but leave them wanting more. Include links to informational products you have created or other products that you are an affiliate for.

You can also use viral reports as a way to add people to your mailing list, promote physical products, and promote your website in general.

This TipSheet is sponsored by [Eric's Tips](#). To keep up with the hottest internet marketing trends, be sure to join for free at: www.EricsTips.com/join

Share it! You may share or distribute this PDF file, as long as it is not changed in any way.