

Publish for Success



**How to get 1,000's of laser targeted Opt-ins
and 100's of Internet Marketing Experts
desperate to promote Your Business
ALL without spending a single dollar!**

By Heide Holtz

Creator of Loyaltepay.com

Second Edition – June 11th, 2012

Table of Contents

Introduction	3
Couldn't I have sold my report instead?	3
Why Being Free Isn't Enough	3
People Are Lazy – Make it Easy	4
Making Money with Re-brandable e-Products.....	4
Getting Paid to Promote Your Own e-Products!	5
Blog Owners.....	5
Affiliates	6
A few final words.....	6
What's next?	6
I would love to hear your story!	6
GET PAID TO SIMPLY SHARE THIS EBOOK!	7

Introduction

In my opinion viral marketing is one of THE best tools in your internet marketing arsenal.

I'm going to show you how you can publish an e-Product on Loyaltépays TODAY, and it will generate highly targeted traffic to your website by NEXT WEEK and for several months to come.

All you need to do is give away your e-Product for free, with re-branding rights, and it will then be picked up by other internet marketers, shared, and distributed and read by people all over the internet.

In the past I've generated enough traffic from giving away **just one re-brandable report** to build a mailing list of five thousand subscribers in the space of a week.

Sound good? It is.

Couldn't I have sold my report instead?

Well I could have, but the whole point of viral marketing is reaching a massive amount of people in the shortest possible amount of time. Yes, some people could come along, take the free report, and sell it themselves, but that's fine. That's what we want. And sure, I could probably make some money by just selling the report myself, but it's not the best way to do it. If I want the report to be seen by as many people as possible in order to gain maximum exposure, I need to give away my report for free and with re-branding rights.

But there's another issue to consider first.

Why Being Free Isn't Enough

Many people believe that just because they're giving away a report for free, it will become viral on its own. In my opinion this is a mistake, and here's why:

When we unleash a free report on the internet we're looking for as many people as possible to read it, re-brand it, and share it. As we just discussed, this is how the viral effect is created.

Sadly, many free reports are of poor quality, they are out-dated so no one is going to read them, much less share them with anyone else!

Think about it from another internet marketer's point of view. Someone comes along and offers you a new report for free, and tells you that you're free to re-brand it, re-sell it and distribute it as you please. You think, Great! As an internet marketer you'll be delighted that someone wants to give you a new info product for free. But then you have a closer look and find that the book is 5 pages long and contains 35 links, and is full of irrelevant information...

Would you be happy to sell that or pass it on to your subscribers? Me neither.

Which is why as well as being free, your report needs to contain *high quality, useful information* that you'd be happy to share with a member of your own family. Your report doesn't need to be particularly long, but it does need to be interesting and worth sharing. This is essential if you want your report to go viral. It isn't difficult to create a high demand info product and if you join me on [Loyaltépays](#) I can show you exactly how to do it.

People Are Lazy – Make it Easy

The other thing to consider is to have a nice eye-catching Opt-in page designed to attract highly targeted visitors, and optimized so that within 15 seconds they are ready to give you their contact info, name and email address in order to get your FREE re-brandable e-Product.

With a simple, but optimized Opt-in page you'll vastly increase the number of people who will want to grab a copy of your e-Product, re-brand it and give it away for profit.

Remember, the more people distributing your report, the better.

Making Money with Re-brandable e-Products

As we've already discussed, the whole point of a re-brandable report is not to make money from actually selling the report, but to drive traffic to your website by allowing others to make money through the affiliate links inside your report.

- By allowing others to re-brand at least some of the affiliate links inside your report, you are giving them an added incentive to share it with everyone they know.
- By allowing others to insert their own affiliate ID's in your report, you are enabling them to make money for simply distributing it, and this is exactly what you want, to get as much exposure for your business as possible.

The good news is you can do this with all types of e-Products: PDF reports, eBooks, Videos and even Webinars!

But here is what you really need to know:

THE MOST VIRAL E-PRODUCTS ARE THOSE
WITH A BUILT-IN LOYALTY PROGRAM,
THAT PAYS YOU AND YOUR SUBSCRIBERS FOR SIMPLY SHARING IT!

That is a true viral marketing as it will spread like wildfire.

When you put together high quality content with built in incentives for others to give away your report for FREE there is no more stopping it.

Loyaltepays gives you a loyalty plug-in that you can simply add to all your e-Products and the re-branding tools that allow you set the re-branding permissions to all or some of the affiliate links, plus real-time tracking and commission reports.

When you enter Loyaltepays, you enter a whole new world of possibilities and you get access to thousands of like-minded entrepreneurs eager to distribute your e-Products.

Loyaltepays business model, tools and resources are designed to reward internet users everywhere to share the information they like, anywhere they like; and that is the exact crowd you need and that will take your e-Products viral really fast!

Getting Paid to Promote Your Own e-Products!

Since you'd be the first one to re-brand your e-Products and insert your Loyaltrepays REFERRAL ID in them, and because the re-branding tools are located on your Loyaltrepays business profile page, you will earn a \$1 Loyalty Reward for every one of your subscribers that RE-BRANDS your e-Product as a FREE member of Loyaltrepays, plus a 50% monthly reoccurring commission on every FREE referral that upgrades to our Premium membership subscription.

So, even though your subscribers may already have read your reports and watched your latest videos and webinars, this is a great opportunity to re-purpose your content or simply send it to them again but this time you'd be able to tell them that they can GET PAID TO SIMPLY SHARE this information, and you already know they liked it, so you will have a high number of subscribers jumping on the opportunity of making money for simply distributing your e-Products.

And best of all, **none of this money comes out of your pocket!**

You could also publish your own re-branded e-Products on different syndication sites and forums. Most forums have a section for free stuff.

If you're in the internet marketing niche then THE place to go is the [Warrior Forum](#). Post your report in the free eBooks section. You should get quite a lot of downloads both by people who are interested in your content AND people who are looking to re-brand/distribute your report.

Sticking with the Warrior Forum, another great tip is to offer your report for free in the WSO section (Warrior Special Offer). You'll have to pay to post your e-Products here, but it is well worth it. I once posted a report there and got over 5000 downloads in the space of a few weeks. Think about that – 5000 people downloaded my report, and about 42% of them re-branded it and gave it away. Let me tell you now that report brought in a LOT of traffic and went VERY viral!

The other thing you can do with forums is put a link in your signature to your Loyaltrepays Business Profile page where people can preview and opt-in to re-brand your report. Or you could take them to your opt-in page where they give you their name and email address and then you send them to your Business Profile page on Loyaltrepays. As I'm sure you probably already noticed by now, this is a great way of building a mailing list.

Let's say I'd gone ahead and created a report on 'how to train an older dog'; my signature link might be something like 'Do You Want to Learn How To Effectively Train Your Older Dog? Grab My FREE Report Here,' or something like that. I'm sure you can think of a better tag line 😊

I'd then visit dog training forums and I'd start making useful posts giving people advice on training an older dog. I'd look for people asking questions, and I'd try to answer them based on what I knew from my research. Hopefully people would see my signature link and download my report.

Don't worry about giving advice either. An 'expert' on a forum is simply someone who knows more than the next person :-)

Blog Owners

Find blogs in your reports' niche, and contact the author asking them if they'd be interested in your report. Blog owners often want fresh content for their readers, and your report may well fit the bill exactly.

Affiliates

These are your most hard working promoters. You can go to places like [jv_notifypro](#) where thousands of affiliate marketers hang out every day and offer them the opportunity to distribute your FREE report that comes with a Loyalty plug-in.

They will jump on it like a pack of hungry lions. This is without a doubt the easiest money they will ever make; being paid to simply give away a high quality report is any internet marketers dream. They'll realise they can make thousands of dollars by simply posting the eBook on their website and in a matter of hours!

A few final words

If you do all of the above then it should be quite easy to get a massive amount of people joining your newsletter; and in a relatively short amount of time.

Viral marketing is also great way of getting highly targeted traffic to your website. The main obstacle is getting your report out to the first few hundred people. After that it's easy.

Once you've done the initial work you can just let go and you will see magic happening in front of your eyes – that's the beauty of viral marketing – it takes on a life of its own!

What's next?

Whether you already have a Report, eBook or Video or you just have a cool idea that you want to see take off, come and see us at [Loyaltepays](#) today. We can certainly help you get your business off to a flying start!

I would love to hear your story!

What has been your biggest challenge to get your business off the ground? If I can help, I would love to do so. Has this eBook made a difference in your business? I'd love to hear about that too. Or do you perhaps have an idea you'd like to share with me?

Life does get busy sometimes but I do my best to personally respond to every question, comment and suggestion. The best way to reach me is on <http://facebook.com/loyaltepays>



GET PAID TO SIMPLY SHARE THIS EBOOK!

You are welcome to share this eBook with anyone you think might benefit from it!



Just click on your favourite social media icon and share away!

Or **even better**... click this image and...



Whatever you decide to do, get excited! After all, you've just found an easy way to make money – even while you sleep!

Thank you, for your time, and for sharing

Heide Holz