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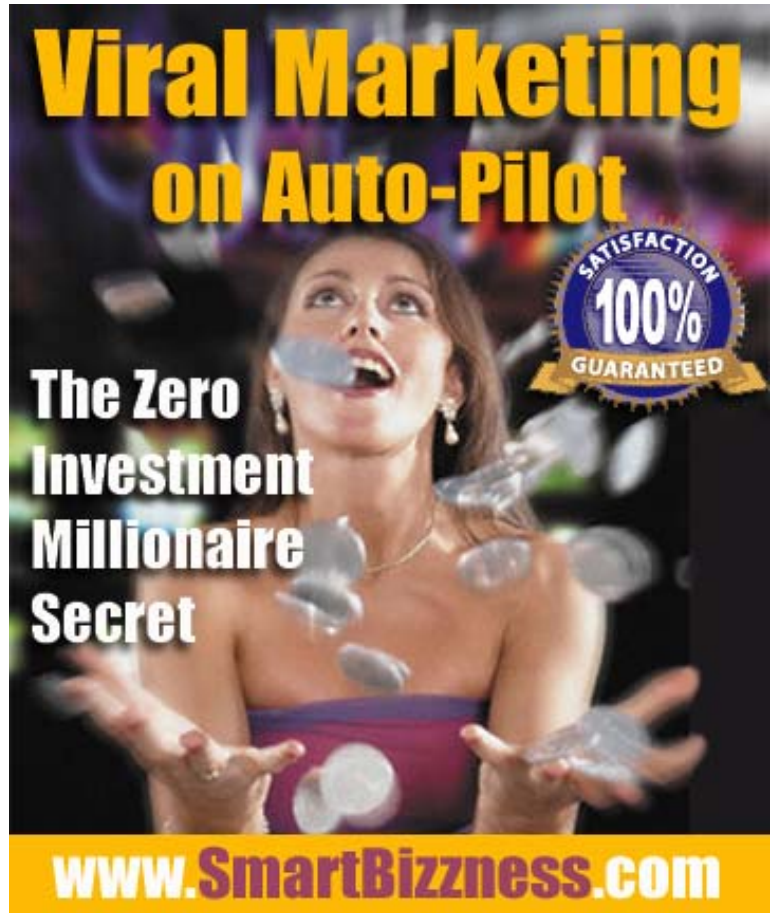
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## Foreword

This is a FREE e-book! You are welcome to send this e-book to a friend, associate, co-worker or anyone you'd like too as long as you give it away for FREE and without making ANY change!

Please remember this FREE e-book is **not for sale**. You may not modify its contents or try to sell it or claim its ownership. This e-book is protected by US and International Copyright Laws. Anyone violating its protection will be vigorously prosecuted to the fullest extent of the law.



## Introduction

Thanks for choosing **Viral Marketing on Auto-Pilot**. This book will guide you through the proven path of Viral Marketing success. You have chosen this book because you want to change your present income and make your life easier, right? You want to multiply it several times. You had been looking for that 'perfect system', the real money machine that almost works on its own, without an investment on your part, is it not? Well...your wait is over. You have already chosen the system that neither requires an investment to setup, nor a recurring monthly cost of running the show. Does such a system really exist? Isn't it an urban legend? You must be wondering; still dwelling in a state of half faith, half

scepticism. It does, friend. And Viral Marketing is that system. It was confidently chosen by brands like **Hotmail, Gmail, Microsoft, Tupperware, BMW** ([see the section on World famous examples of Viral Marketing](#)) for running their campaign that made them famous among millions. Why would brands like them choose Viral Marketing among all systems of advertising? Because, they are the real gurus who had unmistakably recognized the tremendous power of Viral Marketing to promote a brand online. Are you already feeling excited? You should, actually...because you are days and weeks away from your guaranteed success.



I chose to write this ebook because I have gone through a lot of hardships in my life. I have burned my fingers in trying out various 'guaranteed success' formulas of online business promotion. I don't want the same to happen to any others. That is why I am laying down the secrets of business success through online business promotion as I know it. I want to teach my secrets to a select few people like you who honestly want to get success in business. I chose to keep the book precise and concise, as I wanted you to go through the book in a single sitting before leaping into the sea of profits. Profits, which do not dry up. Profits, that continue to keep coming for months, years.

Reading the books of the famous internet marketing gurus, you must have yourself dreamt of being one, and writing ebooks that would be the most downloaded ebooks on the net. But you didn't know how to write an ebook. Perhaps the desire is there, but the confidence is lacking. Not to worry. I shall discuss this topic as well, as we go into the depths of Viral Marketing. I can confess that I was not an internet marketing guru few years back, but today after my success that is how people know me. Following my success steps, you can be what I am today. All that is needed in you is a burning desire to succeed. Neither investment, nor a huge time...all that I'll demand from you is your desire of achieving huge success.

Are you feeling excited? I would not hold you long from going into the depths of your success formula. Go ahead. Bon voyage!

## Why traffic is necessary

The number one aim of giving birth to a website is to gain traffic. Whether it is a simple blog site or a high end ecommerce or shopping site—every site depends on, and eagerly waits for traffic; which means visitors. A site without traffic is exactly like a shop without customers. On the contrary history says that sites that got huge traffic became millionaires quickly and shifted base to places like Silicon Valley or Mountain View. If you own a website, you have to popularize it and draw traffic by using some of the known ways used by all site owners. Only if your site gains a sizeable popularity, can you expect to make an e-fortune. Most of these techniques involve a cost, ranging from moderate to high. Let us find out about the various techniques that can be applied to gain, or buy traffic to your site.

## Various ways you can increase traffic

In short, the key to a successful online business is to get high traffic to your web site. And for that you need to implement various methods to get traffic. Following are various ways of getting traffic to your website:

- **Writing Articles:** Writing articles is a good way of attracting visitors to your website. You can put a free content with some links to your website on various sites on the internet like ezines, article banks, websites, directories etc. You can also send newsletters, press releases, online brochures etc to make awareness about your website. The main aim is that your readers will understand that you are an expert in the field whose views are of some importance, and that is the reason they will visit your site based on a trust on you. But the main problem is that you might have to hire some copywriters (unless you, yourself is a professional writer) who will surely going to charge you high professional fees. This is a way you can draw traffic to your website but at a cost that is not negligible.



- **Search Engines Ranking:** Undoubtedly a top ranking in the search engines is a very effective way to get traffic to your website but this way will also cost thousands of your hard-earned dollars!
- **Website Content:** Website content is the text placed on your website to guide the visitors about your website. It is a good idea to include keywords, links and hyperlinks in the content. People say content is king. I agree. But, here again, you'll need a copywriter to write this content, who will easily charge you hundreds if not thousands of dollars. Additionally you have to update the content on your site on a regular basis which means spending hundreds of dollars regularly.
- **Purchasing Traffic:** Another way of getting traffic is to simply purchase it from anywhere across the world. But it is the most expensive way of getting traffic plus its results are more of a scam. Many people may sell you fake traffic for minimum of \$50 each.
- **Banner Exchange and Network:** This is another way of promoting your site where a third party service provider acts as a mediator between advertisers and websites. They bring thousands of websites together with advertisers who are interested in running a banner ad campaign. But again, it will cost you money and time!
- **Viral Marketing:** Viral marketing allows you to exponentially increase the traffic of your website by turning your friends, existing clients or subscribers into a word-of-mouth referral machine! It is the most popular and simple way to generate traffic because of its low-cost, good targeting, and the high and rapid response rate which grows the traffic just like wildfire.



## Viral Marketing: what it is

No points for guessing which technique of marketing is the most widely researched today for being the most powerful tool of marketing. **Viral Marketing** it is. You must have seen that the featured books at Amazon.com are often on 'Viral Marketing'. Viral Marketing is one of the most successful techniques of marketing that cost no money at all, but can achieve unbelievable results. Also known as 'word of the mouth marketing' viral marketing exploits pre-existing social-networks to produce brand-awareness. The question must have been lurking in your mind—why is it called Viral Marketing? Sounds a bit awful, doesn't it? Sounds like virus! But that's exactly how this dynamic technique of marketing achieves results. It expands its network the way virus spreads. In unprecedented short time it expands network to mammoth figures. Now take a look at the representation below:



That's how virus multiplies...doubling itself at every step. That is exactly the way viral marketing grows too. You can clearly see from the pyramid above that it has grown...and is growing to a large figure by doubling from just 1. Some marketing gurus borrowed the concept and built up a marketing concept that spreads like epidemic. The central idea is that **people will pass on and share interesting and entertaining content forwarding it to their friends and colleagues; the content of which is often sponsored by a brand that is looking to build awareness of a product or service.** These often take



the form of free material like free ebooks, funny pictures, funny video clips, interactive Flash games, jokes, and more. You can run a very successful Viral marketing campaign on a shoestring, or zero budget and achieve results that other forms of marketing may or may not achieve after spending a fortune. Viral marketing is sometimes used by some internet-based stealth marketing campaigns, including the use of blogs, or by apparently amateur web sites, to create word-of-mouth for a new product or service.

### History of Viral Marketing

The name *Viral Marketing* was probably first used by venture capitalist Steve Jurvetson in 1997 while describing Hotmail's (he was the venture capitalist behind Hotmail, before it was sold to MSN) email practice of attaching their own advertisements with outgoing mail from their users. Noted media critic Douglas Rushkoff wrote about Viral marketing in his book *Media Virus* (1994); and that was probably the first article on this technique of marketing. In this book he wrote that Viral Marketing works. Even if we presume that many people who receive your free gifts will not share with others, still there will be 80% others who will share, and go ahead to pass them down to friends and acquaintances. He has written, that this network continues to seven or eight levels before the campaign fades out.

### World famous examples of Viral Marketing

- **Hotmail** promotion campaign
- **Gmail** promotion campaign
- **Microsoft's** Origami Project campaign
- **Tupperware** popularization
- Popularization of **text messaging**
- Popularization of **chat**
- **BMW's** Mini Cooper campaign
- **Ford Motor's** Evil Twin campaign
- Jami Kane game (**BBC** sponsored)

## Mathematically how true is Viral Marketing?

Continuing from the previous section (History of Viral marketing); let us analyze the words of Douglas Rushkoff. He had said that 80% people who receive free goodies like ebooks pass them down to others, and this continues for seven or eight levels before the campaign fades out. From his figures let us calculate figure-wise what it means (we will consider that each person passes the gift to 5 others, of which 4 [80%] pass them further down). Since you are the beginner, you can easily **pass it to 20 people**, right? Now watch:

1st level	16 persons (out of 20 whom YOU had given the free gift/free ebook; considering 80% people will pass it to their near and dear ones)
2nd level	64
3rd level	256
4th level	1,024
5 <sup>th</sup> level	4,096
6 <sup>th</sup> level	16,384
7 <sup>th</sup> level	65,536

**Add** all these numbers to get how many people got your free gift/free ebook (and your advertisement) from the first 20 people whom you had personally given, and you will get the figure of **87,380**.

Now if the campaign goes one level more?

8 <sup>th</sup> level	<b>262,144</b> (add 87,380 of the previous levels and you get about <b>350,000</b> )
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Unbelievable, but true. Even if the campaign breaks in some chains towards the last 2 levels, still you can expect 300,000 people to know about you in about a month! That too at a cost which is zero or negligible! **Remember, you started with just 20 people!** Of all the other marketing techniques, I know no other form of advertising which is so effective at such a low cost...really!

## Basic strategies of Viral Marketing

Here are some top secret strategies used by Viral Marketing experts and gurus. With their beans spilled, now you can use the same too:

- **Exploit greed:** Viral Marketing exploits people's basic instinct of greed and desire to be rich with little effort. The other greed of people after money is the hunger to be known, to be popular. Exploit these basic instincts of human beings while designing your website offering money and fame, and you will have a winner site.
- **Offer something free:** if you offer something to people at 50% discount, they come brisk-walking in big numbers. If you offer free, they come running in larger numbers. Free attracts eyeballs; and attracting eyeballs is all that any businessman is looking for. You want people to notice you. If you offer something free, you get noticed. And this message spreads by 'word of mouth' like wildfire.
- **Keep it easy to transfer:** digital medium allows you ctrl C Ctrl V; that is-- copy and paste. It should be that simple. Your freebie should be easy to download, or attach and send. Keep it simplified; that is the trick. Hotmail in their Viral marketing campaign left a simple message at the bottom of every mail sent from hotmail: "Get your private, free email at <http://www.hotmail.com>". The word spread 8.5 millions by the time it was sold to Microsoft.
- **Use social networks:** according to social scientists and sociologists each person has an average network of 8 to 12 people in their close network of friends, family, and associates. A person's broader network consists of hundreds or thousands of people, depending on his/her social position. Viral marketing uses this network. People in social networks share their favorite sites, and news of what is available free. They also love to pass copies of the free stuff they have received. It is



possible in case of free digital gifts like ebooks, funny photos, as they can be made into any number of copies.

- **Largely depending on others' resources:** Viral marketing has another advantage; you do not have to spend much money or effort in manufacturing or developing your own free material. You can use books by other authors in this case and brand them as your own, without breaking copyright laws.
- **Be ready for rapid growth:** viral system grows rapidly. So you should be ready to handle the growth. If your infrastructure (eg. your mail server) is small and has no scope of expansion then at a stage when your visitors and customers are increasing rapidly, your infrastructure will collapse, and the virus created by you will kill you, the creator. In brief; be ready for expansion.

## Six top secret Viral Marketing techniques you can try

The basic concept of Viral Marketing is to allow people to give-away and use your free product or service in order to multiply your marketing quickly over the internet. They work, you count money. The central idea behind viral marketing is that you must include your advertisement with the free gift people give-away or use, or else it's a useless effort. Whoever gets free gifts is likely to tell others about it and share it. Check out the Viral marketing strategies listed below:



1. Allow others to give your freebies, like free ebooks as free gifts to their customers or visitors. These must carry your advertisement. If the customers/visitors like it, they will give these away to others. This will continue to a few levels, forming the pyramid.
2. Similarly allow people to give away your free software as free gift to their clients and customers. Just include your business advertisement inside the software program.
3. Show excess of your benevolence; allow people to republish/reprint your articles on their web site, in their e-zine, newsletter, or ebooks. You must include your resource box and the option for article republish/reprints at the bottom of each article. That way it reaches as many people as possible.
4. Let people to place their advertisement in your free ebook if, in exchange, they are ready to give away the ebook to their web visitors or e-zine subscribers. Nothing to loose; it carries your advertisement also.
5. Allow people to give away your free web design graphics, good photographs, fonts, templates, etc. Just include your ad on them or require people to link directly to your web site.
6. People love laughing. Mail your friends funny pictures and jokes with your site address inscribed below each photo. They will spread like wildfire.

## Modes of transmitting

You can transmit your free gift as a part of your viral marketing campaign in the following ways:

- **E-mail:** forwarding e-mails, such as jokes, quizzes and 'compromising' pictures, attaching free ebooks.
- **Downloads and referrals:** You download a free ebook. To download it, you are asked to refer it to a few friends. You leave their email addresses. They receive your invitation to download the same free ebook.
- **Hand over personally:** if it happens that you have a brick and mortar shop and personally and physically meet your customers, you can at any time handover a free CD containing a free ebook as a gift for maybe doing a certain quantity of purchase. The contents of this CD will be viewed and passed down to friends as mail attachments or by IM (see next point)
- **Instant Messenger:** one of the most popular tools today; IM of MSN, Yahoo, Google, etc. They are so popular for their instant nature.
- **Reward for Referrals:** marketing companies offer rewards for referring customers, encouraging them to use any of the above methods.
- **Word of mouth referral**



## Viral marketing and Spam: the difference

One of the toughest jobs for a company trying to get business is getting customers and retaining them. One technique tried by most companies is spamming—sending of auto-generated mails that look like helpful mails repeatedly, may generate response from a few. Yet the truth is that most people are pretty nasty towards spam and spammers, and would rather not do business with spammers, because spam disturbs; spam annoys. In fact spam can as well damage the reputation of a brand, rather than building it. With most modern versions of internet browsers and stuff like Yahoo Toolbar, spam gets blocked anyway. On the contrary Viral Marketing being similar to spam on a basic level, do not get blocked, neither generate a negative feeling, as they are sent by friends and known people. Additionally there is an element of gaining something—maybe a free ebook, or something else. Human beings, whatever their social status, race or country is, love getting something free of cost. Liking something leads to sharing it with friends. And that is why Viral Marketing is so successful.

## Various forms of Viral Messages

- **Passing to others:** it is the most basic form of Viral Marketing. Largely it means chain letters, which you are requested to pass to others. Many religious communities and commercial organizations utilize this technique. Religious communities promise some miracle in your life if you pass the mail



to 10 others. Mails bearing funny pictures are spontaneously passed to others.

- **Gossip:** creating of controversial news can become a topic of discussion and gossip. Viral Marketing is largely 'word of mouth'. It spreads like wildfire unbelievably fast from one corner of the country to the other, and often to other corners of the globe too. If your campaign can create some controversy cleverly and with a plan, then that can become a hot gossip and spread from one corner of the country to the other.

- **Incentive offered:** Many organizations offer incentives (eg. the affiliate programs of many websites) to pass on the message or send/make members; who again can do the same for the company. Customer base grows like this. Incentive is given from the fees received from a paid membership.

- **Disguised:** sometimes the product of an online (or traditional) advertising campaign disguises the product or service that they are advertising. By seeing the



adverts you cannot make out what is being advertised. This generates your curiosity and instigates you to find out. For example many of you have seen a red button on the net, advertised at many places, that calls itself as 'The Fart Button'. Along with being amused, you grow curious to find out what it is and follow the link to reach a jokes site. You like the idea and tell a friend or two about it. This is how the 'disguised' viral marketing campaign works.



## FREE Ebooks: the proven best way of Viral Marketing



**Ebooks** can be the most viral tool, or rather, weapon to invade with. Free and paid ebooks generate tons of unique visitors. It is simple. Just sell or distribute free of cost an ebook with resale rights. The people who purchase or download your ebook with resale rights now sell or freely distribute the ebook complete with resale rights. Those new purchasers now go on to sell or freely distribute the same ebook as well. Have you noticed how the Viral Marketing chain is forming?

But how does this bring profits to you? How does this bring visitors to your site? Answer: every ebook contains links back to your offer or web site. So you can increase web site traffic by giving away and selling ebooks.

For those who are alien to the concept of ebooks—these are non-paper books, that are never available in paperback or hardbound editions. They are digital books that can be downloaded from the net on your computer, or come in CDs or other forms of discs. Ebooks are self-contained executable HTML files which may be in the form of HTML, PDF file or a downloadable .exe file. E-books are completely interactive and can contain links, graphics, forms, embedded video, JavaScript, and can be protected by password.

Ebooks are extremely popular today because they are inexpensive, or free, and can be acquired immediately. You do not have to wait for days or weeks after ordering. It can be downloaded in minutes. You can start reading ebooks almost immediately after ordering.

Ebooks are not only great selling online products, but also one of the most powerful online promotional tools. It works round the clock as a promotional tool. It is inexpensive (or FREE) and can be made into any number of copies for distribution. Thus it is quite possible that thousands and even millions of people view your ebook, and as such come to know about your site. If people come to know about your site, you are bound to get traffic. Traffic means business.

Keep in mind that the ebook that you will use as your marketing and promotion tool should be filled up with valuable and useful content that most people will be interested about. Topics should be general in nature, and generating readers' interest. Next, it should be given out FREE. Are you puzzled? Are you thinking, what's the use of giving out something free, after spending time, money and energy behind producing it?

Simple enough. It is your tool for marketing. It contains links to your site. Readers will surely visit your site following the links in search of more.

Ok, so far we have talked a lot about the benefits of handing out a free e-book. Let's consider an example of how powerful a good free ebook can be as a promotional tool:

**Suppose you give out/mail the ebook personally to 20 people you know.**

1st level	16 persons (out of 20 whom YOU had given the free gift/free ebook; considering 80% people will pass it to their near and dear ones)
2nd level	64
3rd level	256
4th level	1,024
5 <sup>th</sup> level	4,096
6 <sup>th</sup> level	16,384
7 <sup>th</sup> level	65,536

Add all these numbers to get how many people got your free gift/free ebook (and your advertisement) from the first 20 people whom you had personally given, and you will get the figure of **87,380**.

Now if the campaign goes one level more?



## Six Business Opportunities

So, I had been telling about a zero investment business that can earn you millions, right? Definitely do check out the following six business opportunities which are ideal for Viral Marketing purposes.

### 1. CBClicks

<http://smartbizness.com/86453>

This outstanding company is an Internet viral ad network and is **free to join**. It will enable you to place your Click Bank ads on your website as well as the websites of your down line. It's a pretty neat concept with a **money back guarantee** which makes it absolutely risk free to join.

### 2. IGiveAwayMoney

<http://smartbizness.com/74310>

This is another great business opportunity with **no start-up cost**. It will provide you a very high yield! You can promote one site, make your down line and follow your leads into more money! It also has a **money back guarantee** so if you are not happy you can get your money back anytime.

### 3. OurPowerForcedMatrix

<http://smartbizness.com/14375>

Another great business opportunity, that includes a small joining fee and a risk-free **money back guarantee**.

#### 4. Power BizBuilder

<http://smartbizness.com/28143>

If you really want to establish your very own successful online business then this site is the solution. Join it. It comes with a **money back guarantee** so you can join it without any risk.

#### 5. WtPowers

<http://smartbizness.com/34195>

I highly recommend this business opportunity for the success of your online business. You can try it risk free with their **100% money back guarantee**.

#### 6. TurboMembership

<http://smartbizness.com/51316>

If you are seeking for online business success; this site is a must join. They offer a no question asked **money back guarantee** which make it absolutely risk free to join.

Important information for a successful business

**Now this is the most important part of this book that you have arrived. This is concerned directly to your Viral Marketing business promotion. Read the following**

part very carefully and carry out each instruction and that will be the 1<sup>st</sup> step to your successful business.

## Step 1:

### Become members of these sites FREE

To give a jump start to your new Viral Marketing promotion what you have to do is--sign up with the above mentioned business opportunities, and the ones given below. They are all FREE. You will not be charged any fees for opening your gate to the world of unlimited earning. After signing up, **you'll get your own five viral marketing sites for FREE.** You can then promote them by giving away the free e-book with the viral marketing sites:

● Smart Viral	<a href="http://www.smartviral.com">http://www.smartviral.com</a>
● The Best Viral System	<a href="http://www.thebestviralsystem.com">http://www.thebestviralsystem.com</a>
● Super Viral System	<a href="http://www.superviralsystem.com">http://www.superviralsystem.com</a>
● Viral Marketing on Auto-Pilot	<a href="http://www.viralmarketingonautopilot.com">http://www.viralmarketingonautopilot.com</a>
● Best Viral	<a href="http://www.bestviral.com">http://www.bestviral.com</a>
● Smart Bizzness	<a href="http://www.smartbizzness.com">http://www.smartbizzness.com</a>

## Step 2:

### Become FREE member of 5 site rotator--Pageswirl, that will direct traffic to all 5 of your sites

With **Pageswirl**, you can make your visitors visit all your 5 websites giving out only one URL address to them. So you can rotate 5 different URL addresses, all from one location!

Pageswirl's Point-And-Click Simplicity allows you to rotate all your websites and generate quality traffic at the same time. Moreover, Pageswirl is FREE!!! Some features of Pageswirl are:

- NO pop-ups, NO banner ads, and NO navigational frame!
- Ease and convenience of point-and-click simplicity.
- Instantly add or remove websites from the full-featured members' area.
- Keep track of your advertising with LIVE up-to-the-second statistics.
- Advertise one single URL address to promote all 5 of your websites!
- AND... no one will EVER know you're even using a rotator!

**Click the link below and sign up:**

<http://smartbizzness.com/pageswirl>

### Step 3:

[Sign up for the FREE newsletter of smartbizzness.com](#)

**Click the link below** and sign up for unlimited business ideas related to Viral marketing, delivered FREE to you:

<http://www.smartbizzness.com>

## Branding and customizing the ebook

You must have realized by now that distributing free e-books is really one of the most powerful marketing methods online. You may also use it to your advantage.

If you are really interested in viral marketing purpose, you can give away this e-book with your own name and links. You may customize it with your own information such as:

- Your own name, logo or icon
- Your own websites linked with the ebook
- Your own email address in the book
- Your own links of the 6 business opportunities
- Affiliate links or whatever you like

**For that, all you have to do is to pay a small fee of \$10 through**  
**Clickbank.**

Best of luck!

Ok, now that you've gone through this e-book, I have shown you various ways of marketing your online business and introduced you to the perfect one!

Take a moment to think how **SmartBizness** can make viral marketing work for you. It is not a marketing strategy to be taken lightly. You can give away free e-book while providing them with a convincing reason or benefit and blatantly suggesting passing it on to others!



I can guarantee you that you know more than 99% of all online businessmen. You now know how to completely smoke your competitors and drive targeted traffic to your website as well as receive high ranking in the search engine. You're virtually **GUARANTEED** success if you follow the path shown in this e-book.

**Everything** I've shown you works, and works extremely well, so now you have no excuses for grabbing that continuous flow of targeted traffic! Don't be that 99% of



webmasters who are too lazy to actually do anything with what they learn. Implement what I have taught you in this book and money will come your way on auto-pilot.

**Here is a quick summary for you before you go:**

- **All 5 Viral Marketing Websites are FREE!**
- **All 6 business opportunities given here are either free or can be tested with a money back guarantee.**
- **PageSwirl is also FREE.**
- **You can actually test the whole system for FREE!**

Best of luck, and enjoy your trips to your bank.

**Smartbizzness.com team**

<http://www.smartbizzness.com>

## NOTE

If you have a friend or loved one whom you would like to pass this e-book, please feel free to forward them this e-book by email or send them a link to [www.smartbizzness.com](http://www.smartbizzness.com) so they can download it themselves. As you have found out, it is perfect, in-depth and free! However, please do not try to sell this ebook as a standalone product.

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