

Your Free CAMELOT  
Newsletter-Report No.6  
a sample extract from our E-Book  
"Genuine Wealth Creation"

An introduction to  
"Viral Marketing  
& Video Email"

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### Viral Marketing & Video Email

Now some of the following information in this Newsletter may sound like a "commercial" but we must stress that we do not want it to sound, or read, that way nor is that our intention. Our intention is to help educate you and, where possible, "give you an edge" in the many ways of building your wealth so that you and your family may enjoy a better standard of living.

We believe very much in the ideal of building, or baking, a "larger pie" so that more people can enjoy a piece of that "pie" - we do not believe in the concept that some, generally those of a communist or socialist mentality or those that subscribe to the theories of "demand side economics" believe in, which is that if you want to get a 'piece of the pie' you have to take it away from someone else.

Nor do we support, or believe in, what is known as the "Tall Poppy Syndrome" which is where someone is jealous when they see another person driving a great car and living a successful life. Someone suffering from this syndrome, a sad mentality, think that they must take success away from that person so that they might themselves enjoy it. This is wrong and it creates nothing but trouble and heartache!

We believe, when we see someone who is successful, that it is just fantastic - well done, may they enjoy even more success! We believe that you should applaud that person, provided they have gotten their wealth honestly and ethically, for what they have achieved and that you just say to yourself "If they can do it, so can I - I should learn from their example".

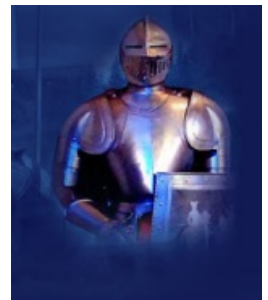
What do you believe in? We hope it is in "baking a bigger pie" - if so you are in the right place and we hope that we can help you achieve your successful destiny. If everyone in this world worked towards "baking a larger pie" the world would be a nicer, greater place and we would have far less poverty and fewer wars!

#### Okay so what is Viral Marketing?

If you don't already have some idea then it is highly likely you have seen it or engaged in it but may have not realized it.

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You will have heard of a 'virus' - you've either gotten one on your computer at some time, or you've caught a cold or the 'flu through one. Normally a virus - something that is 'viral' - is a bad thing, someone sneezes and everyone catches the 'flu.

BUT Viral Marketing is not a bad thing. It is normally a good thing for the person sending it and for the person receiving it. The person receiving it enjoys or benefits from either the information or the content and the person sending it enjoys sharing it with his or her friends or may actually receive some financial benefit by sharing it with others.

Some simple examples of "going Viral" .....

1. Every time someone sends you a joke, or a picture and you pass it onto your friends and they, in turn, send it onto their friends - that's "viral".
2. Every time someone sends you a video clip or a link to a website with a video on it or a video email that, generally, has some funny content in it, and you pass it on - that's "viral". Of course it may not necessarily even be a 'funny video' - it might be, at the other extreme end of the scale, some video footage of children suffering in poverty with an appeal for people to help.
3. Every time someone produces a worthy, interesting, and timely news article or newsletter-release that has some real 'impact' then people will pass it on. Of course this might also often apply to a particular industry group - for example if one highly regarded person releases an article on, say, some medical or business breakthrough, then people within that particular industry will on-forward it to others who will on-forward it again - that's "viral". This also helps give greater credibility to the person releasing, or marketing, that news article, a "win-win".

Hopefully you have already read our last Newsletter # 5 on "Internet Marketing" and from that you have understood that the fundamental, essential, point of "Marketing" is to "stand out from the crowd" and "to be remembered above all of the rest".

Needless to say, you will also understand that "Marketing & Advertising" can be extremely expensive endeavors - you can spend a fortune trying to get your message out into the marketplace so that people will buy your goods and services.

This is where using the Internet and Viral Marketing, if done well, can either reduce your 'Marketing Costs' or 'Increase your Sales' or ideally BOTH!

Internet Viral Marketing basically replaces - and speeds up - the old fashioned "word of mouth" recommendations that our parents used to use. In the 'old days' the benefits of 'such & such' a brand of soap powder were spread, recommended, around the neighborhood by housewives talking over the backyard fence to each other - haven't things changed today?

Well the 'medium' - the 'how it gets done' - has changed significantly but the fundamental principle is still the same - you can change peoples buying habits & choices by providing them with new information and, ideally, in a way that that information will be remembered when it comes time for them to make a 'buying decision'.

Viral Marketing is also based on the basic concept of you telling two friends and they tell two friends and so on - before long a successful 'viral email' can be around the world in a matter of hours and be seen by millions of people.



## How to do Viral Marketing!

Well to achieve a successful Viral Marketing Campaign that is commercially successful is not easy - but it can and is done. You may have seen "the Big Ad" that was launched for a brand of beer with a cast of thousands - it cost a lot of money to produce, it was a great commercial, but it was seen by over 4 million viewers around the world without any money being spent on TV time to pull in those internet viewers. Aroaring "Virtual Marketing" success!

Creating a sales message, a story, a video clip, a joke, a commercial, a product offer and suchlike that have enough appeal for people to want to send it onto their family & friends is difficult, make no mistake about this fact.

Of course with jokes, or with videos that are supposed to be funny, it is not always easy to create something that will appeal to everyone - people from different cultures see humor in different ways. What a Frenchman finds funny an Englishman will not, what a Chinese person finds funny an American will not and so on. Of course a lot will depend on who, or where, your target market is - is it local, or nationwide, or worldwide? You need to decide on this before you start.

So how do you achieve Viral Marketing - without getting down into the gutter with bad taste, rude pictures and so on - it is not easy?

In addition to taking into consideration where you are looking to sell your product, or services, to you need to really understand the 'demographics' of your marketplace long before you launch into any Internet Marketing, Viral or otherwise. You also need to understand what it is that you are selling - what are its features and its benefits?

Don't fall into the trap of just making a funny video, or commercial that runs for, say, 58 seconds and then has a 2 second 'product promo' on the end. The mistake that many advertising agencies make is that they make a funny piece of film-work but have concentrated so much on the humor that they have totally missed getting the message out about the product they are trying to sell. Next time you watch TV please watch, like we do, what the commercials are really all about - you will see a huge variance in their 'sales ability'!

It is a very specialized field no doubt, but if you use your brains along - with some good commonsense - you will be surprised how much you can achieve on a small budget. You don't always need to engage a "Hollywood Blockbuster" film crew & actors to get your message across. Again we will recommend that you really study what others, large & small, are doing for their TV or Video commercials - then use your imagination and write down, and retain, every idea that comes into your head, as they arrive, and keep them to one side for later review until something special comes together.

Keep in mind that, depending on your budget, you need not produce that "Hollywood Blockbuster" - perhaps you can develop something that is extremely funny, or catchy that is merely a written advertisement or message - but again please always try to incorporate a message, or content, about your product, or service, that does not appear as an after-thought. Try and weave the message into the fabric of the commercial, or joke, or message!

As we mentioned you need, as does any successful marketer, to understand your target market - what are their 'hot-buttons', their interests, their age range, their desires, their desire for self image, their peer-group pressures and so on.

Once you've figured this out then prepare your "message", taking into account all of the factors mentioned above.

Okay now that you've got a "message" that has the potential to become 'viral' - a message that has sufficient impact that people will wish to pass it on - what do you do next?



**Email distribution** is, by far, the best and fastest way for your message to be spread, with little cost, around the world, hopefully through your target market if your message is correctly 'focused'. Start by sending it to all of your friends and business associates and *ask them* to on-forward it to their friends and associates. Obviously if you already have a good sized database of contacts then use those as well - just remember that you must not get involved in "Spam", as we covered in our last Newsletter on "Internet Marketing". Make certain that your 'Subject Line' will grab people's attention but once again be careful of using any words that will make it look like 'Spam'.

**Have great Sales Copy in the message.** As we also covered in our last Newsletter make sure that your message contains sufficient 'sales copy' to make the readers, or viewers if it is video based, want to find out more - and also make them feel excited enough to make them want to share the 'message' with their friends or associates.

**Connect the 'message' to your website!** Now this may sound obvious but make sure that your message contains a link to where people can learn more about the subject matter, or your offer, on your website.

**Ensure that you have a mechanism to capture the details of the visitors to your website!** This will help you build your contact list, your database, so you can further develop your relationship with your visitors with your future messages.

**Have a facility on your website for your visitors to on-forward your website to their friends!** Now this is the very best way for you to get your 'message' spread if one of your visitors enjoys, or likes, what he or she sees on your website. Provide them with an easy-to-use mechanism for them to on-forward and thus recommend your site. This is such a powerful 'viral marketing' tool but very few people actually have this on their websites.

**Always remember that a "Referral" is worth a hundred times more than a "cold call".** You can even do what we do on our website - everyone that 'on-forwards' our website to their friends enters a free draw, a free 'lottery', for a bi-monthly prize of US\$250 for a few seconds of effort. Have a look at our website and you'll see how we do it (and while you're there why don't you also enter our US\$250 give-away - it won't cost you anything) see <http://www.WealthCreationConsulting.com>

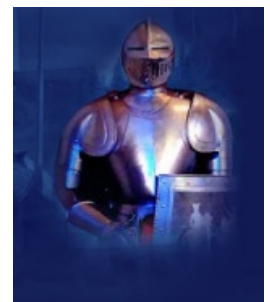
Please remember that everything you can do to make it easier for people to 'spread YOUR message' the better it will be for YOU.

**Remember that using a "Blog" is also a great way to build your network of contacts.** If you have not yet read our last Newsletter on "Internet Marketing" you should do so as it explains how Blogs, combined with RSS (Real Simple Syndication) will help you get your message spread to a larger market as well as increase the Search Engine Ranking of your website. Again, like your website, ensure that you have a 'mechanism' to capture the details of your visitors.

**Endeavor to develop audio, or video, Podcasts that have 'viral content' to help spread your message!** If you are creative enough you might try developing Podcasts that are entertaining and informative. This relatively new marketing tool can really give you an edge on the entire market. Podcasts are not as 'common-place' as text email and therefore will, like any good marketing tool, help you stand out from the crowd! Like your Blog try to develop content that can have Viral impact.

**So what then is Video Email and how can it help me with Viral Marketing and increase my reach & my sales?**

There is an American based company that has invested, thus far, over US\$65 million to develop a new "Streaming Video" technology that enables you, as you do now, to send an email with, or without, typed text in it - BUT you can now also include a Video Clip, simply recorded using a webcam, that plays when people view your email - without any huge video files being downloaded onto the viewers hard-drive.



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In the same way that you now use text email you can record & send your Video Email when the time suits you - and the person you have sent it to reads views it when it suits them.

This is, in our experienced opinion, one of the most amazing technological breakthroughs since the first text email was sent in 1971 that's right the first text email was sent that many years ago!

Video Email can now put you "face-to-face" with the people that YOU want to communicate with but without making any phone calls to make appointments or having to travel to see them, either across town or across the globe.

Video Email is, in our opinion, the very best way to build up a relationship with your target market. If you are wishing to sell or promote products or services this is THE method - and the 'running costs' of Video Email are almost nothing - especially when you consider the real impact and results it can bring you.

One of the most appealing features of Video Email as a "tool" for Viral Marketing is its "newness" - it is so different that the initial reaction of people when they first receive and view a Video Email is "How did they do that?"

To be, in our opinion, really successful with Viral Marketing your Video Email should have at least one of the following "viral features" - such as;

- \* Humor, fun content
- \* Something Creative
- \* Uniqueness
- \* Cutting edge technology (which Video Email is in itself)
- \* Cutting edge information
- \* Newsworthy, topic of the day, content
- \* Sex appeal (without being 'down in the gutter')
- \* Human interest something that appeals to people's hearts young babies, cute animals, charity appeals, etc
- \* Cartoons
- \* Offers of valuable FREE products, services, newsletters, information etc

**This new "Streaming Video" technology also includes these other features** - all of which will help you develop your own successful Viral Marketing Campaign. Please remember that people are conditioned by years of watching television to "believe what they see with their own eyes";

- \* Video Emails
- \* Video Blogging
- \* Video Webcasting that is Video Broadcasting over the internet
- \* Video Ipod
- \* Video Podcasting
- \* Video Instant Messaging
- \* Additionally as this technology is "web based" you are able to use all of the above, via password protected access, as well as your own web based Calendar & Address Book globally over the Internet.

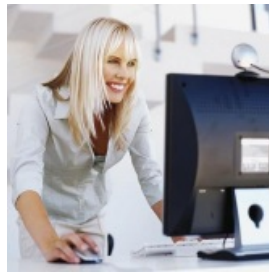
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To learn more about this amazing new global technology and how you can use it to achieve outstanding Viral Internet Marketing, and/or a Residual Income, go to...

<http://www.CamelotVideoEmails.com/homevideo.html>



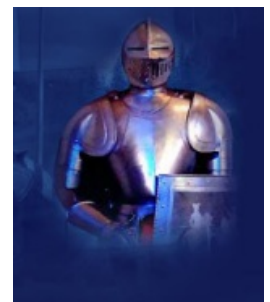
Have you have gained any inspiration from the above - perhaps something that might have “turned 'on' the light bulb” in your head - something that might enable you to create your own Viral Marketing Campaign that will help you create your own new Wealth?



***We trust that you have enjoyed and benefited from this small insight into just one small section of our E-Book “Genuine Wealth Creation”. In fact, this small insight represents less than one per cent (1%) of the content of this amazingly informative publication - it is a “central source”, virtually an encyclopaedia, of business knowledge in one easy to read & understand publication.***

***You can invest in our, globally applicable, E-Book “Genuine Wealth Creation” for a mere US\$ 24.95 & change YOUR FUTURE TODAY!***

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