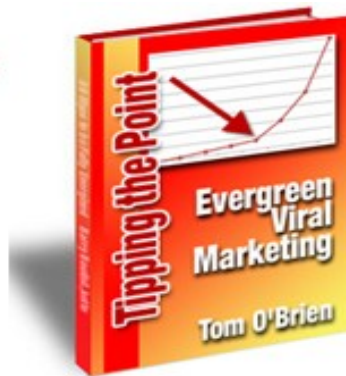


Tipping The Point 2.0

Evergreen Viral Marketing Techniques

Pass The Message
Spread The Word



VOLUME I

Version 2.0

[Do you have the most up to date version of this report – Click Here to find out](#)



<http://www.business-ethics-pledge.org/>

Notice: This Is A Free Report

You MAY Give Away This Special Report

Follow Your Sponsor On [Twitter Here](#)



JointWinWin eCoaching Series

(Limited Number: Only 50 People Per Course)

- [Success Online Secrets](#) – 6 Week Course
- [Double Your Online Sales](#) – 4 Week Course

[Click Here To Check The JointWinWin eCoaching Programs Calendar for next event](#)

Contents

Introduction – Evergreen Principles.....	8
Setting The Scene.....	9
 Watt's The Question.....	10
 Watt's the Noise?.....	11
 Watt's the Conclusion.....	13
 What's my conclusion?.....	14
Viral Marketing Explained.....	16
 Glossary.....	16
 Most Important Viral Marketing Principle.....	18
 Properties of a viral message.....	19
 Top 13 Viral Marketing Problems.....	20
Tipping Your Point – Pre-requisites.....	21
 WOW Factor.....	22
 Context.....	23
 Message Clarity.....	24
 Stickiness.....	25
 Smoothly Pass It On.....	26
 Value.....	27
 Identification of your Influencers.....	28
 Engagement.....	29
 Internet Distribution Footprint.....	30
 Testing and Tracking.....	31
 It's good enough.....	32
 Feedback.....	34

<u>Kiss Me Quick Or I'm Off!</u>	35
<u>Rinse and repeat - keep going</u>	36
<u>Tipping Your Point – Viral Vehicles</u>	37
<u>FREE Bonus</u>	38
<u>Volume II</u>	39
<u>The DOT Action Manager – Volume II Bonus Productivity Tool</u>	39

Introduction – Evergreen Principles

Although this report is entitled Tipping The Point 2.0, don't mistake the 2.0 being a reference to the current point in time use of "Web 2.0".

The strategies outlined in this course will report **will remain timeless**. Some of the resources may date but the overall advice will be as sound in 20 years as it is today in the world of marketing.

Some things don't change.

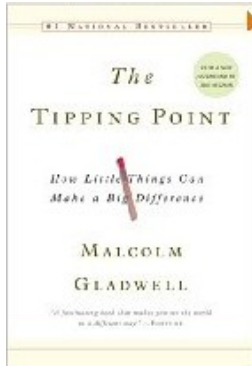
Human behavior and how messages are passed along may have different media in the mix but the underlying principles remain the same.

With that in mind, read on...

And apply these principles to

Ramp your business UP

Setting The Scene



Perhaps you have heard of the book by Malcolm Gladwell called

["The Tipping Point: How Little Things Can Make a Big Difference"](#).

Indeed you may have read it.

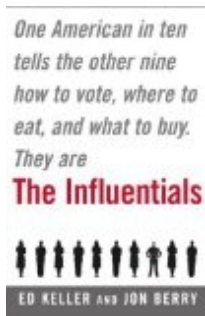
This is a seminal book which has tried to show how "things spread".

This could be a communicable disease jumping from one person to the next or of a more practical interest to you as a business owner - it could be a marketing message or more specifically, **your marketing message**.

At the time of writing version 2.0 (July 2009), "The Tipping Point" has had 1012 reviews on Amazon with an average review of 4 stars - obviously this is a book which has resonated with many people.

Why?

Simply it raises some very interesting questions and observations on how as Malcolm said "...little things can make a big difference".



Talking from a marketing perspective, the Tipping Point has common ground with an earlier work known as "[The Influentials](#)" by Ed Keller and Jon Berry.

How can you get your marketing message get to the right people and indeed to enough of them to create the viral marketing campaign you wish to see so your product or service reaches it's very own "Tipping Point"?

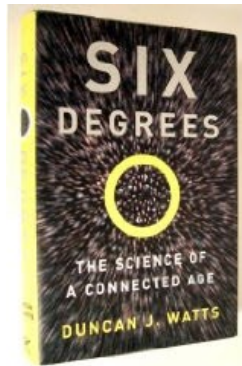
Before I answer this question, I'd like to make a few pertinent additions/observations to the ideas put forth by Gladwell's hugely influential book.

Watt's The Question

It was February 2008 when I first came across the name "Duncan Watts".

Watts is a scientist from Columbia university who had taken a sabbatical working for Yahoo.

During this sabbatical he has conducted a number of thought provoking experiments which challenge the validity of the idea behind "influentials" and indeed the "tipping point".



Duncan has since gone on to write the book
[Six Degrees - The Science of a Connected Age.](#)

The "influentials" theory is intuitive in terms of some people "sparking" a wave of communication - an epidemic/virus to propel a message/product/service as we all know some people are more influential than others.

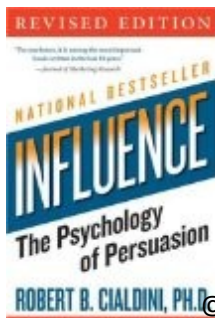
Watts observations however show something entirely different.

What he has found through examination of real world data and events is how highly connected people are **NOT** the important social hubs/idea spreaders (or indeed "sneezers" as penned by Seth Godin).

So who's right and who's wrong?

To be honest there are pros and cons for both arguments as far as I can see but looking for the "right" answer is somewhat moot.

Learning the lessons offered from both perspectives is I believe far more important.



To me there is "common ground" to be found and this is best exemplified in a book called

["Influence: The Psychology of Persuasion"](#)
by Robert Cialdini.

© JointWinWin.com - ?2009 Unlimited **FREE** Business Directory Listings

Watt's the Noise?

There are a couple of experiments I'd like to highlight from Watts' work:

Watts conducted a re-enactment of a famous experiment (known as "The Six Degrees of Separation" study) conducted by Stanley Milgram in 1967.

Milgram conducted this study with a relatively small sample of people and showed how we are roughly separated by 6 people in the world to anyone else in the world.

This much was agreed upon by Watts re-enactment.

The Watts study differed in conclusion however...

The original Milgram experiment saw how roughly 50% of the letters reaching the intended recipient went through as Gladwell would call them "Connectors" - social hubs.

This seemed to verify "The Influentials" theory but the results Watts witnessed were far different.

Individuals opinions matter more than previously thought.

The "Connectors"/"Sneezers" paradigm works but isn't as important as "common sense" might suggest

He conducted his experiment on a far larger sample and found these "connectors" resulted in only some 5% of the results - in other words, **word of mouth is far more democratic than previously thought.**

In 2006, Watts conducted another experiment which had rather startling results and implications for the music industry specifically and the marketing world at large.

This time, he ran an experiment with some 14000 people "voting" on their favorite of a control group of 48 music bands.

The 14000 people were split up into 9 groups, 1 control group who ranked the bands without influence from others and the 8 other groups ranked bands but were able to see what each other thought.

In the control group, the popularity of the 48 bands was roughly equal - no clear cut winner, each were liked by the fans on purely merit terms and as there were no "dire" bands, they each accrued their own fan-base - relatively equally.

The real "shocker" came from the 8 control groups - there were clear winners in each and every group, **the problem was the winners were all different.**

So what was the common denominator?

Those bands who got **early momentum** in their respective groups (i.e. the best ratings/thumbs up) were the ones who rose to the top.

The Bands who got early momentum rose to the top of the tree.

The lesson for businesses is to show how their product/service is making "great strides" and is seen to be doing so by prospects/customers in different media, outlets, websites, forums. social sites etc...

Watt's the Conclusion

The most important conclusions drawn by Watts on his work are:

- Influencers (be they Connectors, Mavens, Salesmen or Sneezerers) are **not** as "influential" in starting and spreading "idea viruses" as was previously thought
- Society as a whole has to be "**ready**" to adopt the trend/idea. There are initiatives which launched in the past and failed would have succeeded at a different future date purely because the context of virus spread/release is different. Every idea does indeed have its day.
- You should use a "big seed"¹ approach to your viral campaigns. This means if you have a large number of people to start with, the results you achieve will be impressive even if you do not hit the magic number "1" in terms of viral reproduction.

¹ "Big Seed" marketing is the term used by Duncan Watts to launch reliable "viral" marketing campaigns
© JointWinWin.com - ?2009 Unlimited **FREE** Business Directory Listings

What's my conclusion?

Sneezers/Influencers/Mavens/Salesmen are indeed important when you mount a marketing campaign but you cannot rely on a select few to "spread the word".

Include them in your strategy for sure but they are a tactic to employ rather than a strategy to execute.

There is a concept called "**Social Proof**" mentioned in Robert Cialdini's book which I believe is crucial to "getting the ball rolling" and indeed maintaining the marketing momentum you are looking to employ.

We have seen it in action when the 8 control groups were allowed to interact with each other in Watt's experiment.

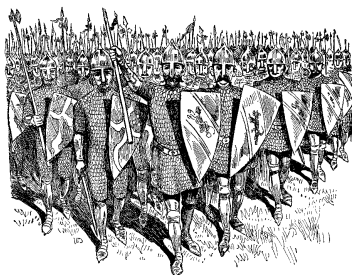
It is crucial you build up a head of steam with other people, and these "influential others" are those most like us (our peers) as well as those in authority figures (the traditionally accepted "influencers").

The trick is to get the ball rolling, get visibility in the right environment and away you go...|

If only it were as easy as "away you go...".

In reality, there are a number of factors you need to have in place. Will you know for sure which strategy/tactic/factor will push your message into viral territory? Will you care indeed (**Hint YES!**)? You are interested in the end result after all.

This is why I believe you need to look at your marketing from a military perspective.



There is a concept known as "**The Force Multiplier Effect**", put simply - you bring to bear massive and overwhelming force to achieve your objective.

In the case of the military this is a destructive force (to obliterate a target), in your case it is a constructive one to get your message out and moving.

In either case, you will not necessarily know what the "tipping point" was because of "too many variables" and a multiplicative effect.

That said, you'll still want to [test and track](#) your results.

Viral Marketing Explained

Glossary

Term	Description
AIDA	Attention, Interest, Desire, Action – Classic Marketing Formula
Agent	See Distribution Agent
Buzz Marketing	Synonym for Viral Marketing
BWN	Bored At Work Network – Phrase coined by Jonah Peretti (Director of R&D at Eyebeam). Huge group of “workers” who have the capacity to spread a viral message far and wide very quickly – message has to resonate with them though.
Connector	Someone who is in a position to influence a network of people. They know/have access to a lot of people (possible distribution agents). “Important/Influential” people are to be found within or on the periphery of their network. Their opinions are regarded highly by their network.
Contagious	Is your message worthy of spreading? See Also – Copulation Rate
Copulation Rate	Speed of viral marketing campaign growth. ‘1’ is the magic number when a viral campaign is self sustaining. Achieving a copulation rate of 1 is extremely difficult and you can have great success with your viral marketing campaign by trying to reach a copulation rate as close to 1 as possible.
Copulation Rate Formula	#Referrals / #Distribution Agents
Creative(s)	The items you are using to help spread your viral message. This could be a video, mp3, pdf, WOMA, game, music, thought provoking report etc.... Remember the #1 Viral Principle: Why

	should someone pass this on?
Distribution	How many people will an infected person make contact with/spread the message to
Distribution Agent	Someone or something actively passing the message on.
Infection	How likely is a contacted person to become a distribution agent?
Influencer	See Also Connector and Maven
Maven	An authority/expert figure others look to and listen to. Thought leaders whom connectors also look to for pointers/messages to spread.
Salesmen	Persuaders who are able to convince people of the value of a product/service/marketing message.
Seed/Seeding	How large a marketing push you start with. This is a factor of the number of distribution agents you already have, the type and number of viral vehicles you use.
Smoothness	How easy is it for your distribution agents to pass your viral message on? In an online world, the ideal is 1 click to pass on the message. Make it as simple as possible – help your message spread.
Stickiness	Once you have succeeded in getting the attention of a prospect, you need to hold their attention – this is the ‘stickiness factor’.
Tracking	Observing your viral marketing results. You need to test and track to know what is working and what is not
Viral Vehicle	See Creative(s)
WOMA	Word Of Mouth Advertising

Most Important Viral Marketing Principle

Even if you have put a great collection of viral vehicles together and start out with a huge viral seed, your efforts will be wasted if your viral marketing message is:

- #1 Weak or boring
- #2 The viral creatives are poor quality or confusing

Give your prospects and customers a reason to pass the message on.

The time you spend creating an intrinsic reason as to why anyone will pass your message on will be the most important and will offer the biggest return on investment you can hope for.

Keep asking yourself the question “Why would someone want to pass this on to a friend?”

Abraham Lincoln was once asked, ‘What would you do if you had eight hours to cut down a tree?’

He replied, ‘I’d spend the first four hours sharpening my saw.’

When you have one solid reason (and it’s obvious to the distribution agent or you tell them why), this will save you a lot of time, effort, money and heartache.

Remember to “sharpen your saw”.

Properties of a viral message

What makes a good viral message?

What are the characteristics of a good viral message? When you incorporate as many of the below into your message as possible, you maximize your chances of success:

- **Anticipation** – Is there any way you can start the ball rolling without giving the game away? [Build Buzz](#) in a pre-launch
- **Funny** – Humor is a great way to get your message across, everyone likes a funny joke/story/video
- **Innovative** – You don't have to reinvent the wheel – you could create a lot of buzz merely by combining existing “items” in a fresh new way.
- **Inspirational** – Does your message touch the hearts (and minds) of others, how can you tell your story in a way that does?
- **New** – Is it something new, new is good – new is different.
- **Reliable** – How reliable is it, does it deliver what it said on the tin?
- **Simple** – Complex viral ideas don't work – **KISS**
- **Unique** – Is it totally unique, outrageous, bizarre, funny, “secret”, remarkable?
- **Useful** – Does it fulfill a useful task for someone or convey a message effectively?
- **Valuable** – Does it give some form of value, is it cost effective and usually is it cheap?
- **WIFFY – Check!** - WIFFY: What's In It For You – is there a way you can incentivize passing your message on?

Top 13 Viral Marketing Problems

1. No Plan – No Objectives, Poor Creatives, Shoddy production
2. Boring Creatives – Snoozeville, enough said
3. The Internet Only – There exists a world outside of the matrix...
Traditional media/advertising/PR, how about [mobile marketing](#)
4. Unrealistic Expectations – So you want to experience the success of Hotmail, EBay, Twitter, Facebook and the like – have a reality check – is your product or service THAT remarkable?
5. Complexity – How many hoops does your “distribution agent” need to jump through to pass on the message? Is your product or service easy to understand?
6. Untargeted Infections – You may get more attention than you bargained for with people who are not your target market. If you’re paying for leads, this could be a bank-breaker.
7. Not knowing your market – You need to know and understand the wants and needs of your target market before you start a viral campaign in order to effectively craft a viral message.
8. Lack Of Budget – Most viral campaigns need money to start the ball rolling. Do you have available budget and is it enough to get the momentum you need with the seeding required?
9. Seedless Grapes – Lovely to eat but without enough seeds in your marketing campaign, you will only be **taking the pith**.
10. No Tracking – How do you know you have hit your targets – what about the best working elements of your campaign. You want to be able to focus on the creatives which are bringing you the best return and maximize them.
11. No [Business System](#) – Your running a hap-hazard approach to building your business and cannot capitalize on the growth your viral campaign produces – be ready to reap your rewards after putting in all the hard work and have a [business system](#) in place to begin with!
12. Me Too Marketing – Having a gaggle of competitors in your market doesn't help matters when it comes to trying to vie for attention. Likewise when you conduct a viral marketing campaign, if you do not do something remarkable and merely copy the crowd, you will not stand out and your efforts will be wasted. Remember, it's all about **ATTENTION**, and the fewer the competitors and the more remarkable your message.
13. Infrastructure not in place – What if your message takes off like wildfire. Do you have the a reliable host and enough [bandwidth](#) in place?

Tipping Your Point – Pre-requisites

Before you get started, there are a few things you should know...

WOW Factor



Pretend you are one of your potential customers who:

- #1 Has no clue who you are
- #2 Has no clue what your message/service/product is
- #3 Is about to look at your message but has a very important date with their favorite TV show in 5 minutes

What is so special about your message?

Why would I (as your customer) want to spend time with you to find out more, what is there to **WOW** me?

If you cannot answer the above clearly and concisely, think again...

Context

The Right Time The Right Place

We read above how context/environment was crucially important to whether your idea would take off or not. Now is probably a good time to have a survey and see what your market thinks.

Before you risk life, limb and mortgage, it will be worth your while taking this time to coolly reflect on your likelihood of success in the current economic climate.

If you have a good gut feel and are 100% confident then read on...

If you're not, remember what you are about to do is going to take a lot of time/effort to put into place so be warned...

Best case scenario it will work, worst case, you will have learned a lot and prepared yourself for your next foray.

Speaking of time – make sure you use the accompanying bonus to Volume II: The DOT by JointWinWin. It will keep you focused and on track to get you to your goals before you get to dotage and it's too late.



That said, I can segue nicely to another creative use of marketing and zigging whilst others zag (see Creativity section below for more info):

Are you [Aging Backwards](#)?

Jackie Silver is a good friend I have made through reaching out in the world of social networking.

Bear in mind how viral marketing vehicles work best when combined (in this case creativity and social networks). **It's the multiplication of creatives and vehicles.**

As Duncan Watts pointed out, having a “**big seed**” is important for success.

Message Clarity



Ok, so you have a message/product/service you believe is a winner and your customers will love. Answer the following question though:

What is the message you want to deliver in 30 words or less or 15 seconds or less to digest/comprehend.

Can you give me the main What's In It For Me (WIIFM) in this time?

“Tipping The Point – Evergreen Viral Marketing”

Does what it says on the tin, there's no esoteric message for a prospect to find.

Not only is the message behind the viral vehicle clear but my goal with the vehicle is clear in my mind too – to spread the word about JointWinWin and get as many people as possible on board as quickly as possible.

If you can't distill your message to get your point across, you need to think again...

One way to fast-track your way to clarity on your message to market is to create your own [signature speech](#) with Felicia Slattery as a guide.

Stickiness



So you've got the attention of your prospect/customer.

Now you need to have a strategy to keep their attention. This is where your marketing must have a reason for your customers to **return**.

Radar and Riley to the left are latest additions to the O'Brien clan (still pups, still growing and helping us all come to terms with the loss of the late great Rutger below).

All three of our dogs give/gave 100% attention when they **"want to"** and one of the surest ways to command their attention, is the **promise of giving them something they really, really want**.

I'm not advocating giving away free food but you get the idea.

If it's a website, it needs to have an element in it which brings your customers back again and again delivering **value**.



Rutger 1992 - 2008

Perhaps this could be a tool of some description which makes their life easier, or it could be information you provide to give them something they need to know.

It doesn't matter if you are working in some of the most obscure [niche markets](#) known to man.

The point is, do you have a compelling reason for your customers to return and use your product/service again?

Smoothly Pass It On



If you want your message to reach all those who need to hear it, you need to be able to pass the message on in an easy way.

If you remember when Hotmail came out they had a little link at the bottom of every email message "**For free email, click here**". You need something like this to spread the word.

A new eCoaching course I am putting the finishing touches to is called Double Your Online Sales in 30 Days. Methinks a link like:

[Double Your Online Sales In 30 Days, Click Here](#)

might just be the ticket (no point re-inventing the wheel after all).

Ideally it should be **one click away** in the online world.

For a campaign to be truly viral, it must have a reproduction rate in excess of 1.

What this means is for every one person told, they will tell at least one other person for a viral effect to take place. If the reproduction rate is less than 1 then the "virus" will die out eventually.

Of course if it is exactly one the virus will be self-sustaining but it will not have explosive growth unless you start off with a large seed.

This is why you would like your campaigns to kick off and explode - seed once, one time cost and maximum returns.

You have to make your message as smooth as possible to pass on to the next person in the chain, if someone has to fill out 3 forms and click 10 times before they send the message on, you're in trouble.

Value



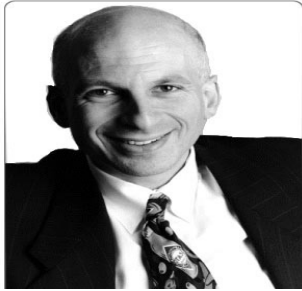
Regardless of what you have used to "tip your point", you need to have a product or service which is **adding value**, both perceived and actual for your customers at the end of the day.

This special report is **worth way more** than it's asking price.

The strategies and tactics contained within will help you grow your business substantially (but only if applied).

For more information on value "as a strategy", see the special report "**Value Added Max**" available at JointWinWin.com to member businesses for free.

Identification of your Influencers



Even though the influence of key people in your market may not be as much as you'd like, it still makes sense to get your message to these key people.

Get it to them in a format which is easy for them to digest and easy to spread.

No that doesn't mean hit Seth Godin with a ton of requests/info. Seth is here as an example only.

If you're lucky enough to get on Seth's radar – bully for you but don't think your going to get on his radar either unless you're doing something truly remarkable.

And Seth, if your inbox and mailbox becomes even more crowded as a result of this report.

Apologies – I'll buy you a beer ;-)

You can find out more about Seth from his site [here](#).

Engagement

Engagement
FU8986W6Uf

Not the wedding kind, instead related to "stickiness", you need to interest and engage your prospects over and above grabbing their attention.

This whole process is analogous to a **game of chess**, you are strategically communicating and all the while your customer is watching your every move...

Is there any way you can set your prospects an "assignment" and convey a reward for completion perhaps? (See more on Contests for increasing results).

In addition to any stickiness tools/tactics you employ, you have to talk to your prospects in a way which resonates with them, is authentic and demonstrates you are there to help them.

If they get even the slightest of whiffs of nefarious ulterior motives, they'll be off quicker than a greased weasel with diarrhea running from a roll of toilet paper.

Internet Distribution Footprint



I first heard this term mentioned by a fantastic online marketer called John Reese (of [Traffic Secrets](#) fame/infamy!).

The premise behind it is to get backlinks to your website from all across the internet. From [blogs](#), email newsletter blasts, mentioned in MP3s, videos...

Having more and more links out there means there are more avenues for people to see your site.

If the virality of your campaign does not go as you would like, you have to bear in mind it may not be the right time for your idea.

Regardless, constantly working on increasing your internet distribution footprint will help position you:

- Get a steady stream of traffic from many different sources
- Increase the likelihood of getting your message to people who will start true viral growth
- Many different avenues for your idea virus to take hold **when the time is right.**

[Viral traffic programs](#) can be useful but many suffer from draining too much of your time for too little return.

Just before I published this report, an interesting new program has come to light which may well help generate a good amount of traffic for your viral sales message.

The ideas are not new but it is innovative in the way it combines different marketing devices to produce viral ad links.

Here is an example of a link given the “special treatment”: [Viral Ad Link](#)

Testing and Tracking

Testing/Tracking

Now although I said earlier you were going to employ the "Force Multiplier effect" to achieve your objective, you certainly won't know at the start of the campaign just how effective different campaigns will be.

You are interested in the end result of course - tipping your point to achieve your tipping point.

This does not mean you should just do it blindly.

Instead, you should look to put in split tests and track as much as your campaigns as possible to give you pertinent information as to where you should focus your energies for maximum return on investment (be it time or effort), the next time you roll.

Keep asking questions, keep investigating your market and keep analyzing your results.

Recommended Resource: [Testing And Tracking](#)

Hot Tip: Whenever you create an affiliate link (affiliate marketing should be part of your business strategy regardless of your business btw), you should control your links wherever possible (viral reports like Tipping The Point is a different matter).

There are various software solutions to this and the one JointWinWin currently uses is [GoTryThis](#).

It's good enough



Just like the grainy image of the tick making this point – it gets the point across and it's good enough.

Another example, you may have noticed this report has a version number associated with it.

This is because I recognize there is always more I can do, always more I can add to make this better.



Going back to the "seed" which got me to get on with JointWinWin (a line in Guy Kawasaki's "[The Art of the Start](#)") –

“...It's not how great you start, it's how great you end up...”

Moral of the story: Just get going and do it - polish and refine later but **momentum** is all important - be it **momentum** in your own marketing efforts or crucially in the **momentum** attained as a result of your efforts.

Caveat: Although I am a proponent of “It’s Good Enough” – this does not mean you go off half cocked and lash out wildly with low or bad quality viral marketing creatives.

Make sure you do a gut-check to see if the creative is fit for purpose.

If you do go off before you should, you could inadvertently spark a campaign of negative viral publicity on your own efforts which would totally negate the work you have put in place.

A resource you might be interested in to keep track of your online reputation can be found here: [Reputation Manager](#)

So, get going but deliver the **best quality** you can.

Speaking of quality, you may have heard of Paul Myers and his TalkBiz newsletter – recently he created his own affiliate program and has is giving away a killer 112 page special report called [Need To Know \(Download Here\)](#).

His report is a great accompaniment to Tipping The Point and remember - Viral vehicles work best when **multiplied** together, this is a classic example from Paul – quality material promoted by an [affiliate sales army](#).

Feedback



Always ask for feedback to find out how well you're doing and indeed if you are reaching your prospects in the way they want to be reached. For example:

Tell me what you think of this PDF - go to the blog posting called "[The Tipping Point Missing The Point?](#)" to let others know the value of this content and indeed JointWinWin in general.

One of the goals of this PDF (which is a [Viral PDF](#)) is to "Tip The JointWinWin Point" - go on over now and let your views be known.

Leave a comment on the blog or indeed blog about it from your own blog and leave a trackback.

Hot Tip #1: Whenever you come across a good [blog](#) post which has yet to receive any comments, put a comment of value (not just – “Yeah great post”) up there.

If you are the first and your comment is adding value, you will get good targeted traffic for the effort you have invested.

In addition, if the blog is not using the “nofollow” attribute, you will also get a bit of “link love” (aka “google juice”) for SEO purposes.

In fact, many people use this strategy to follow big name marketers like

- [Rich Schefren](#)
- [Jack Humphrey](#)
- [Jimmy D Brown](#)

listening to their RSS feeds and/or use Google Alerts just so they can be one of the first to respond to a post.

Hot Tip #2: When you are asked to put your name in the form for your comment submission – there is nothing stopping you from putting in anchor text in the name area thus increasing the value of the link back in [SEO](#) terms and/or branding your company or products.

Kiss Me Quick Or I'm Off!



We all have to start somewhere.

Big fish became big fish over time but one of the fundamental tenets of all successful business people is the ability to **foster and forge relationships** with others.

We all have hopes, aspirations and dreams.

The biggest of gurus has a heart just like you or I and want acknowledgment on a human level (not just be seen as a step on your action plan path).

So, if you're looking to establish a joint venture with a "big fish", get on their radar first by **doing something noteworthy** – helping them out in some way first of all and indeed if all else fails flattery!

Remember, this is not a wham, bam, thank you ma'am approach – you're not there to shout "Me, Me, Me" with a "**Kiss me quick or I'M OFF!**" attitude, you're looking to foster and forge a long term relationship.

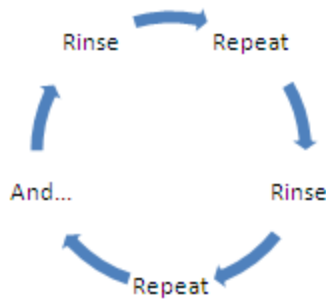
Reciprocity is a fundamental social principle – **but don't expect reciprocation**, instead extend value not in the hope of getting something in return but **because it's the right thing to do**.

Your help and added value will come back to you – maybe not in the direct route you were hoping for but in some other less obvious/direct way.

Firing off a standard rinse and repeat JV request will just not cut it 99.99% of the time.

Speaking of rinse and repeat...

Rinse and repeat - keep going



If you're not seeing the results you want straight off the bat, remember it may not be the right time for your idea to be accepted.

The work you have put in so far is not wasted, it's like laying the foundations of a house.

Examine the results you have from your first iteration and see what worked and what didn't. Look at how you can improve the process and make your viral efforts -

more viral.

- Can you make your message clearer?
- Can you make your message spreading smoother?
- Can you offer more?
- Can you create more viral vehicles?
- Can you multiply more viral vehicles together?
- Can you improve the stickiness?
- Etc...

And remember to [test and track!](#)

Tipping Your Point – Viral Vehicles



Your end game is not necessarily one of understanding how a specific viral trigger helped you achieve your goal.

What you want to do is setup the environment in such a way as to give you every chance possible to have your message **reach critical mass** and get to the people you want it to get to.

What follows is a list (far from exhaustive but enough to get you started) of viral vehicles you can use to tip your point and get your viral message spreading like wildfire.

FREE Bonus

Free Bonus
FREE BONUS

Originally I was going to make this report available in it's entirety for a small fee but I sent a review copy out to [John Taylor](#) and his feedback was invaluable.

As a result I revisited the distribution strategy and decided to split the report into multiple volumes – this being Volume I of II.

Whenever you can create a viral vehicle which is free (remember it has to **add value**), you have a powerful tool in your viral weapons arsenal.

The delicate balancing act of course is making sure you do not devalue your product or service as a result of giving away great goods/services/content for free.

This is why I have created both volumes of this special report. You get to see the value of the content in Tipping The Point before paying a dime.

Hot Tip: Whenever you give something away for FREE, remember to use the term “**Free Bonus**” - it is redundant of course but seems to work well increasing conversion rates nonetheless.

END VOLUME I

Volume II

Volume I has given you a glimpse of the power of viral marketing and what it can do for your business.

Volume II of this report lists **28 more viral vehicles** with accompanying tactics and strategies you can use to ramp up your business results using viral marketing.

You'll also get a bonus copy of:

The DOT Action Manager – Volume II Bonus Productivity Tool



Volume II comes with a free Copy of The DOT (Do One Thing) productivity software by JointWinWin.

Value: \$27

What is the DOT?

The DOT is an innovative software program which keeps you focused on doing one thing at a time to completion.

Focus is one of the keys to success in business and life.

The DOT keeps you on target managing your daily and recurring tasks and allowing you to make progress in a systematic and disciplined way.

You may give The DOT away to friends and family, I know they will find it extremely useful too as it is a productivity tool for every day use.

So how much does Volume II cost?

Cost? ~~\$97 \$67 \$47~~ \$27 but you can get it for a mere **\$9.95** – a **\$17.05 saving** when you use the coupon link in the README file accompanying this report and specify the coupon code: **VOL1DISC**

To your success!



No animals were harmed during
this photograph's creation

Tom O'Brien
Co-Founder
[JointWinWin](#)

The Free Cause Related Marketing business directory whose goal is to **increase your sales** so you can afford to give more money away to good causes.

[Unlimited **FREE** Business Directory Listings – Click Here](#)

LIMITED WARRANTY; DISCLAIMER OF DAMAGES

But for the "Right of Replacement or Refund" described below,

[1] JointWinWin.com disclaims all liability to you for damages, costs and expenses, including legal fees, and

[2] YOU HAVE NO REMEDIES FOR NEGLIGENCE OR UNDER STRICT LIABILITY, OR FOR BREACH OF WARRANTY OR CONTRACT, INCLUDING BUT NOT LIMITED TO INDIRECT, CONSEQUENTIAL, PUNITIVE OR INCIDENTAL DAMAGES, EVEN IF YOU GIVE NOTICE OF THE POSSIBILITY OF SUCH DAMAGES.

THIS ETEXT IS PROVIDED TO YOU "AS-IS".

NO OTHER WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, ARE MADE TO YOU AS TO THE ETEXT OR ANY MEDIUM IT MAY BE ON, INCLUDING BUT NOT LIMITED TO WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

BECAUSE OF THE RATE OF CHANGE OF BUSINESS CONDITIONS, THE AUTHOR RESERVES THE RIGHT TO UPDATE/AMEND THE INFORMATION CONTAINED WITHIN THIS ETEXT. THIS ETEXT/REPORT IS FOR INFORMATIONAL PURPOSES ONLY. WHILST EVERY ATTEMPT HAS BEEN MADE TO VERIFY INFORMATION CONTAINED WITHIN THIS REPORT, NEITHER THE AUTHOR OR AFFILIATES ASSUME ANY RESPONSIBILITY FOR OMISSIONS OR ERRORS.

THIS REPORT SHOULD NOT BE TAKEN AS LEGAL ADVICE IN ANY WAY. WHERE LEGAL ADVICE IS NEEDED, YOU ARE ADVISED TO SEEK OUT A QUALIFIED ATTORNEY.

INDEMNITY

You will indemnify and hold JointWinWin.com and it's affiliates from all liability, cost and expense, including legal fees, that arise directly or indirectly from any of the following that you do or cause:

[1] distribution of this etext,

[2] alteration, modification, or addition to the etext, or

[3] any Defect.

--

