

Viral Profit Machine Review and Guide

Brought to you by:

[5 Bucks a Day](http://www.5bucksaday.com)

Disclaimer and Copyright Notification:

Copyright 2007 by Dennis Becker, <http://www.5bucksaday.com>

All rights reserved. This document may not be copied in part or full without express written permission from the publisher. All violations will be prosecuted to the fullest extent of the law.

The contents are based on the author's personal experience and research. Your results may vary, and will be based on your individual situation and motivation. There are no guarantees concerning the level of success you may experience. Each individual's success depends on his or her background, dedication, desire and motivation.

We make every effort to ensure that we accurately represent our products and services. There is no guarantee that your results will match examples published in this report. Some links may change or even not work for many reasons beyond the control of the author and distributors. They cannot guarantee or otherwise be responsible for what you might find when you click through to sites not under the control of the publisher of this report.

You may pass along this document to others in its entirety (but not a partial document), but you may not make any modifications to it, and this disclaimer and copyright notification must remain intact.

First of all I have to give credit where credit is due. When someone comes up with a great idea that affects an entire industry, like Jon Leger did with the \$7 Secrets concept, you have to admire that person for being very bright.

But, when that same someone comes up with another equally good or even better idea, again something that affects an entire industry, you have to start admitting that the person is not only bright, but an innovator. There are plenty of one hit wonders in any field, those that can repeat their success should be applauded, and with the release of Viral Profit Machine, Jon Leger should be given a standing ovation.

With both \$7 Secrets and Viral Profit Machine, Jon has not only produced products that will make him money, but they will also help thousands of other Internet Marketers make money also. Those with vision and imagination should check out both these products. Study them carefully.

If you haven't already, visit Jon's sales pages here:

[\\$7 Secrets](#)

[Viral Profit Machine](#)

But I suppose you already have one or both of the products, or are considering purchasing one or both of the products, otherwise you most likely wouldn't be reading this. So let's proceed describing what you came here to learn.

Viral Profit Machine is a set of scripts that any web site owner can install, that allows him or her to share their revenues with those that refer traffic to their site.

Basically that's what it's all about. Now why would someone want to share their revenue if they don't have to, especially since very few have in the past?

Actually, that isn't completely true, is it? An entire multi-billion industry has opened up in the last 10 years or so, called affiliate marketing. Probably you, and definitely I, am part of that industry. We send traffic to merchants that pay us a commission if a sale is made. We trust that an accurate accounting will be made that reflects our contribution to their business.

There are major companies, for example Clickbank and Commission Junction, that are solely in the business of tracking the referred traffic and paying commissions that are earned.

However, most times, once a sales is made, that's where the commissions stop. Some companies have tracking that pays for all sales for a longer duration, for example eBay pays for any sales during a 7-day period, but most companies only give you credit for one sale.

If you have a product for sale, and for the purpose of this guide I'll assume your product is some kind of downloadable item (report, e-Book, software product), your cost of selling extra copies of the product is virtually nothing. Yes, it cost you money to produce it to begin with, but after that, other than advertising expenses such as PPC costs, it costs you no more to sell 10,000 copies than it costs you to sell 10. This is completely unlike the real world, where if someone is selling wheelbarrows, or automobiles, or pizzas, the components of the product cost real money to manufacture.

With that in mind, since it costs you no more to sell as many copies as you can, the goal of an e-Book author is generally to find people to help sell those extra books. A single individual can only do so much, but an army of affiliates can do a whole lot more.

Let's talk about Clickbank for a minute. Anyone who can write an e-Book can list it on Clickbank, offer a commission to their army of 100,000+ affiliates, and if the topic is interesting and the e-Book is high quality, can earn a good sum of money.

So yes, if your product is listed on Clickbank, you do have a potential large army of potential affiliates that could easily promote your product.

The problem is in attracting those affiliates to work on your behalf. I wrote 5 Bucks a Day, and it's done rather well. It's been listed at times relatively high in the Clickbank Marketplace, a spot where one would think that a lot of potential affiliates would notice it and choose to promote it.

But that hasn't happened on a large scale to the degree that I expected. Yes, some people have promoted it and done well, but there has been no "army" of hundreds of affiliates promoting it at any one time. Why do you think that is? And if you're an affiliate that promotes Clickbank products

yourself, what would it take for someone to convince you to promote their product?

That's the issue that thousands of e-Book authors have faced since day one. If they don't have a circle of friends with big email lists that they can call on to be JV partners, they have a tough row to hoe to be successful.

Now, with Viral Profit Machine, I feel the affiliate marketing landscape is about to change. Here's why.

If I asked you to promote my e-Book, you could either put a link on your site or blog, you could send out a promotion to your email list, or you could purchase PPC ads on a spot like Google AdWords.

Let's say you take the easiest and quickest approach and place an ad on AdWords.

For the sake of argument, let's say the commission for referring a sale to my book paid you \$22.00. And let's say you were paying .20 per click for the traffic you're sending me.

That means that if you sent 100 clicks, and got 1 sale (a measly 1% conversion rate), you would about break even. Now let's forget for the moment that you would probably do better than 1% conversion, let's focus on the possibility that's the best you could do.

With that scenario, you would get \$22 back for every \$20 you spent, and although that's profitable, it's not a lot of incentive to do that campaign, am I right?

OK, next scenario. Let's say you have a list of 1000 people. And let's say that you again get a 1% conversion rate. That means you'd sell 10 copies, at \$22 each, for \$220. All profit, of course, and much better, but still nothing to retire on. And definitely no residual income. Once you announce it to your list, that's it, it's over and done with. For you, at least.

Now let's go behind the scenes. Just about every e-Book author has what's called a back end income stream. What that is, is income that's derived from sources other than the e-Book itself, it's income that comes after the original sale is made.

That's because, inside the e-Book there might be recommendations of other products that will be useful to the reader. If the reader decides to purchase one or more additional products, the author gets a commission, but the affiliate who referred the reader doesn't.

Additionally, the author will now have a customer list of readers, and since they're interested in the topic he wrote about, they'll be interested in other products that the author might produce, that match the subject of the e-Book. So, when an email promotion goes out to the list, the author can expect a small percentage of the readers to take his recommendation, and for that he'll receive a commission. The affiliate who referred the reader gets nothing.

Do you see what's happening here? The affiliate found the customer, in fact paid \$20 for finding the customer. The affiliate got a \$22 commission, the author also got \$22 for the e-Book sale (assuming there was a 50% commission, which is typical), but the author also got the other sales along the way, for months and possibly years to come. All because the original affiliate found the customer.

The overriding consideration is that the author had no out of pocket expense to find the customer, the affiliate had the expenses, and the author got most of the money.

Not that that's unusual, the author, of course, did create the product, so he or she actually should reap the rewards along the way. But still, there is definitely an imbalance between the risk-reward of the author and the affiliate.

With Viral Profit Machine, the imbalance can change. Authors who install the VPM script on their site will now be able to share back end commissions with their affiliates, in addition to the commission the affiliate earns on the original sale.

Now why would the author want to give up all that back end money, and future income for additional products he or she might come out with, especially since nobody has complained about not getting it before? After all, that's just the way it's always been done, hasn't it?

Until now.

I might be in the minority thinking on this so far, but my thought is this. As an e-Book author myself, I want to attract people to promote my book. I want them to be successful. I want them to want to sell my book more than they want to sell someone else's book. And to attract them, I'm prepared to offer half my back end sales, in addition to the normal commission on the front end sale.

What I want is an army of affiliates happy to be working for me. :-)

After all, if the affiliate doesn't find the customer for me to begin with, how much do I get then? Let's see, 100% times \$0 = \$0. So yeah, 50% of something is worth more to me than 100% of nothing.

That's where Viral Profit Machine comes in. If you haven't read the original sales page for the product, in order to get the "concept" in your mind above and beyond what I've just told you, you should do that now before proceeding:

[Viral Profit Machine](#)

Now, here's how Viral Profit Machine works.

It works with sales of products that are sold on Clickbank, PayDotCom, or through the \$7 Secrets script. That's an awful lot of products.

A merchant that's plugged VPM into his site can now share revenue, for all sales of the above types of products, to the affiliate that brought the visitor to his or her web site. And of course, the products that the revenue share is for do not need to be the web site owner's products.

So let's take an example, and I'll use my site for the examples because I can give you exact linking conventions.

What I'm suggesting to my readers, in order for them to plug into my own profits, is to send traffic to my 5 Bucks a Day blog. I regularly post with subjects that I hope are of interest to the Internet Marketing crowd, even the wannabe who wants someday to make money online but isn't yet.

On the blog are tips, news, ideas, that kind of thing, and if you looked around I'm sure you could find a post that you could recommend to someone to read for inspiration, encouragement, or to help them learn something.

So, you could either link straight to the home page of my blog by putting a link on your blogroll, or you could link to a specific post. The easiest way is to link straight to the front page of the blog which will have the most current posts.

To do that, you need to link this way:

<http://www.5bucksaday.com/vpm/?affid=nnn>

But first, in order for that to work, you need to get an affiliate number (and replace nnn in the above link with that number that the dashboard assigns you).

So, to get your affiliate number, go here:

<http://www.5bucksaday.com/vpm/dashboard.php>

Register, fill in the details including your Clickbank, PayDotCom, and PayPal addresses, save it, and you'll be assigned a number. Remember that number, you'll need to replace it for "nnn" in the link above.

If you don't have one of the affiliate codes, such as for PayDotCom, just leave the spot blank, however I urge you to register with all three services so that you can get maximum revenues out of the system.

Once you've registered, you can start sending traffic to my blog, and here's where it gets interesting. On the blog are links to my e-Books, of course, and if the person you sent to blog purchases, you get a commission.

Not only that, but inside the e-Book are some recommendations for other products that supplement the 5 Bucks a Day strategy, and if the visitor purchases any of those that are plugged into VPM, you get another commission.

Not only that, but in some of my posts are recommendations for other products. Many of them will be plugged into the VPM software, and for those you'll get a commission, with no further effort on your part. So if your

visitor becomes a frequent blog reader, the chance of that person eventually making at least one purchase, maybe several, is pretty good. Certainly more than the one time chance you have at the commission if you just send a visitor to someone's sales page.

The procedure to link to a merchant running the VPM scripts should be fairly similar to the way you would link to my blog, except for the domain name, for every Viral Profit Machine merchant. In other words you can register at each merchant's dashboard that you want to promote if they offer this.

But there's a better way. Instead of registering for each merchant, you can not bother registering with them at all, and there's a good reason for that, which I'll get to later. If you just want to link to the merchant, you can link this way (using my site as an example):

<http://www.5bucksaday.com/vpm/c=CLICKBANK,p=PAYPAL,pdc=PAYDOTCOM>

and replace CLICKBANK with your Clickbank code, PAYPAL with your PayPal address, and PAYDOTCOM with your PayDotCom code.

That way you won't have to register with each merchant. But for a better reason, in fact.

Each Viral Profit Machine webmaster has a database that stores all the affiliate information in it. So, when you pass the `affid=` parameter, it goes to the database, pulls out the stored value for the code it needs, like the Clickbank code, and fills it in.

If something happens where the merchant's database gets corrupted (he has to reload it after a hacker struck and he forgot to back it up, for example), your affiliate information will be lost. Let's say you had a affiliate number of 67, you're passing traffic to him with `affid=67` in your link, and all of a sudden his database is gone and there is no more record of your information. You'll lose all commissions for your traffic, including traffic you sent him before.

So, if instead you pass the codes directly in the link like I showed a few paragraphs above (Clickbank, PayPal, and/or PayDotCom), that

information is stored in cookies on the computers of the visitors you sent passed him, not on his database, and your commissions are preserved.

When a Viral Profit Machine merchant sets up the scripts, they have an option for how long the cookies with your affiliate information is stored on the visitor computers. It defaults to one year, but can be any length, as long as it's at least 90 days.

Here's what happens in reality though. When you send the visitor, your information is cookied on their computer. It stays there for the duration, unless:

- a. the visitor clears their cookies (some people do that, I don't personally since cookies hold valuable information, but it's a possibility).
- b. the time frame expires (for example one year)
- c. they come to the site again from a different link with a different affiliate code. Yes, your cookie is overwritten. That's unfortunate, but that's the common technique in IM, even with Clickbank, last cookie wins.

The other technical scenario is (am I getting too geeky for you here? Sorry, I want to give you all the information it took me many hours to unearth through testing):

If a link using `affid=` is used, that cookie takes precedence over a link where `c=` or `p=` or `pid=` is used. So actually I advised you above to not bother using `affid=` because it was a bother to register for everyone's dashboard, and if the merchant's database was wiped out your commissions would be wiped out.

So, it's really a toss up which method is best. If you dislike registering with all the VPM dashboards, just pass the parameters directly. You'll be chancing another affiliate sending the same visitor using the `affid=` parameter. But then again, if they did that, after you sent them, their `affid=` would wipe out yours anyway.

I think I'll probably mainly use the direct linking parameters, not the `affid=`, but again that's a decision you have to make. On my site, I'll be backing up the database regularly, so hopefully there will be no loss of data, but you never know.

Viral Profit Machine is also useful for blog owners, and that's where I think it's going to revolutionize Internet Marketing.

Here's what I'm doing, and here's why I think you should consider sending me your traffic.

When someone visits my blog, after using the VPM link, as I mentioned above, a cookie is set. Hopefully, at some point in the future, the visitor grows to like my information, trust me, and feels comfortable purchasing something through my recommendations. They might even join my email list. They might buy my book. Or they might purchase someone else's product that I recommend.

In all cases, if you sent that visitor to my blog, you can make money as long as a year after you do that.

First of all, if the visitor you sent buys 5 Bucks a Day, you get the normal 50% Clickbank commission, because your link set that cookie for you. Or, if they decide to go cheap and purchase 5 Bucks a Day, Jr., you'll get the full price on that, though it's only \$7.77. Or if they purchase something else on the site, you'll get half the sales (I get half, you get half, through the script's use of a random number generator). Yes, geeky again, trust me, it works.

For example, if they come to the site, pick up this PDF about Viral Profit Machine and buy it from my recommendation, half the time the \$44 commission is yours. In the future, maybe I'll post a recommendation on my blog about a high priced product that happens to be on Clickbank or PayDotCom, maybe that will be a \$297 product with a 75% commission. Half those sales are yours if your original visitor purchases, if they came from traffic you sent me.

Does that make you want to be my affiliate? It certainly makes me want to be an affiliate for VPM merchants that are offering me more than just a one time commission.

Hopefully at some point in the future, someone will come up with a directory of VPM merchants, and when that happens I predict the world will beat a path to the door of those on the list.

In the past, it's been tough to make a profit promoting Clickbank authors on Google AdWords. Like I mentioned before, I'm taking a risk that I'll spend more on clicks than I realize in income, but now the game has changed. Let's look again to see why.

First of all, if I pay for 100 clicks to a merchant, hopefully one of them will make a purchase. But what if they don't? All my money is wasted, with traditional merchants. But now, if that merchant is a VPM merchant, I can still earn income a year down the road. It will enable me to spend more money on the ads, because if I feel I will earn \$22 for every 100 clicks in original e-Book sales, and another \$50 for back end sales, I can now afford to spend more than the .20 a click I normally would have. And I can afford to keep testing the campaign longer than I normally would have.

Good for me, good for the merchant. I love win-win situations.

But I digressed. I was talking about the possibility that you should send traffic to my blog. You have 2 choices there.

One, you can just send traffic to the front page:

<http://www.5bucksaday.com/vpm/?affid=nnn>

remember to change the nnn or use the c=, p= and pdc= parameters instead.

Or, you can send traffic to any individual post. Let's say I write something about Google AdSense that you liked, thought it made sense, and thought your readers would be interested. You can send traffic directly to that post this way:

<http://www.5bucksaday.com/vpm/?affid=nnn&ru=http://www.5bucksaday.com/blahblahblah>

just substitute blahblahblah with the actual end of the URL for the post you like. Find it on the blog, copy the URL, then paste it after the ru= parameter. ru means redirect URL, by the way. You can redirect to any page on the site you like, but it does have to be on the same domain.

Now, those links are getting pretty ugly, aren't they? I would recommend, especially if you have your own domain, that you cloak them using a technique I wrote up here:

<http://www.5bucksaday.com/how-to-redirect.html>

It shows how to de-uglify your links. Or you can use a service like tinyurl if you don't have your own domain to use to store the redirect code.

That's about it unless this little guide leaves questions hanging. If so, contact me and I'll fix it up hopefully to answer any questions that I didn't answer.

Until then, let's make some money together, so get started by visiting the dashboard to register and get your link. Again, here's where you get that:
<http://www.5bucksaday.com/vpm/dashboard.php>

Until later, I wish you nothing but the best.

Dennis, the 5 Buck Guy
<http://www.5bucksaday.com>