

## Four Good Reasons to Use Viral E-books

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Any marketing campaign requires being resourceful no matter what you are selling. What better way to utilize all the resources made available to you as a network marketer than with the use of E-books. Many have found this to be a really useful source for building an online business.

Below are four good reasons why this is true today and will continue to be true for the foreseeable future. E-books are cheap to produce and do not take long to set up. If you have articles that you have already written about any subject you are promoting, you can simply combine these articles into an E-book. If, on the other hand, writing is not your forte, you can use rebrandable E-books that have been produced by others. Just use your favorite search engine and do a web search for rebrandable E-books. You will get a lot of hits and have many to choose from. One way to distribute these E-books to visitors to your website is to give them away as a free gift for subscribing to your newsletter, ezine or mailing list. If your E-book contains material that people will want to share with their friends and family, they will pass it along to them, who in turn will pass it along to others, and so forth. You will make money.

E-books are capable of reaching a large audience. The only limiting factor is the enthusiasm or the participants. Therefore, it is absolutely vital that your E-book contain something that people will want to share like timely or educational information or humor. Remember that people like to know something that the rest of the world needs to know. They will pass along something that makes them look like they are in the know.

E-books are also a way to sell other products other than the one you originally targeted. For example; if you are selling garden products, your customers could also be interesting in E-books about lawns, trees landscaping, etc.

E-books are effective in building your reputation. It is an implied recommendation if you give a quality E-book and users willing pass on to others.

Remember, when you are in the process of setting up that all important marketing campaign, you may want to consider the use of viral E-books, especially FREE ones to help you achieve your goal.

To find out how you can set yourself up with a profit-pulling website that delivers cash to you on autopilot visit Annies Cashflow Secrets.

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