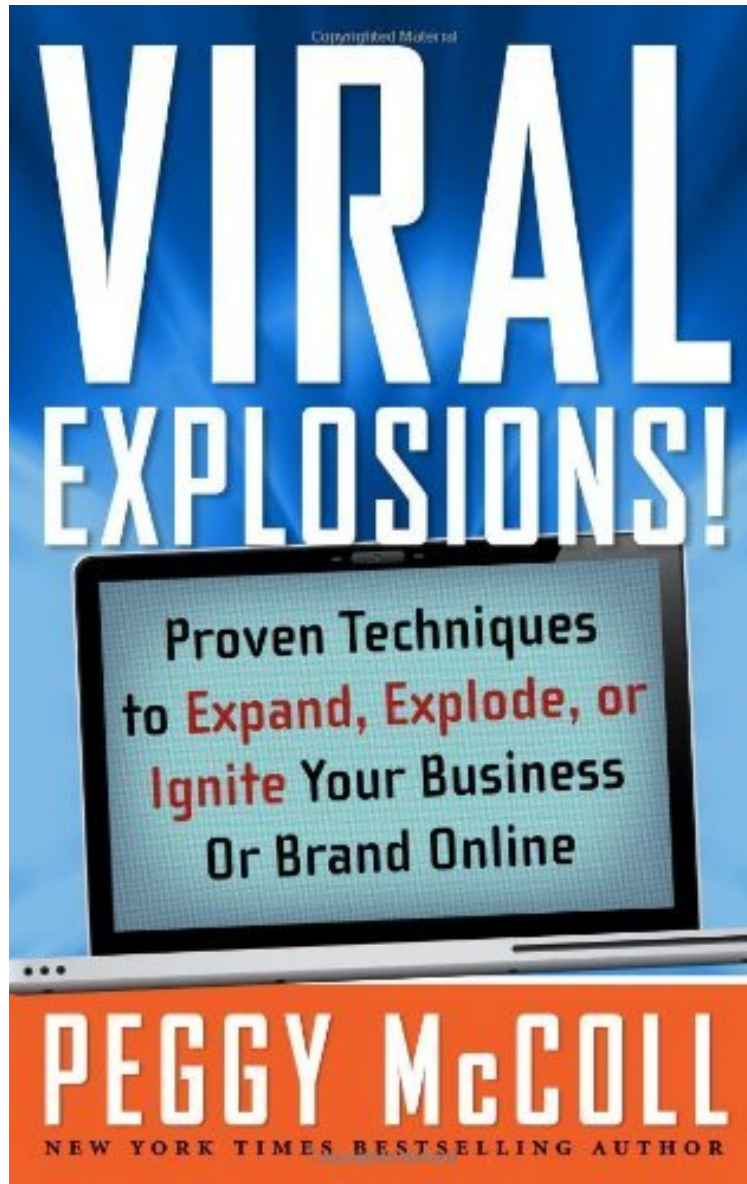


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Viral Explosions!: Proven Techniques to Expand, Explode, or Ignite Your Business or Brand Online

Peggy McColl

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By Shirley Harris-Slaughter
I have to say this book was easy to read but not always easy to follow through on suggestions. Very helpful information but I never got through to the end of the book. Its good to refer back to if you have questions. This book is for the person who is really serious about self promotion on the internet. Then you can get what you need out of this book. The author writes in a clear and understandable fashion.
7 of 8 people found the following review helpful. Very Little Information on
How to Create a Viral Explosion
By M. C Purdy
Peggy McColl's "Viral Explosions" provides a very general overview on how to create a brand and launch information products on the internet. The 2 main "secrets" for creating a viral explosion that are revealed in this book are that you should use affiliates and time all your marketing activities so they hit at/near the same time for maximum impact. If your reaction to this is "duh", then this book will probably be too basic and not worth the purchase price for you.
On the positive side, this book is short, easy to read, and low cost, so it's not a complete waste of money. I gave it 3 stars because I believe the 5 star reviews for this book were posted by friends of the author. There is nothing wonderfully revealing or particularly actionable in this book except for 2 sample emails that can be used for recruiting affiliates. It's definitely NOT a 5 star book. Anyone looking for step-by-step instructions or guidance will have to buy one of the author's high priced info products.
14 of 15 people found the following review helpful. Same Info as in Peggy McCall's Radio Interviews
By Lori A. Miller
After hearing Peggy McCall on several radio shows, I admired her enthusiasm for marketing on the net. However, there was barely anything in the book that was not mentioned in her radio interviews. I was very disappointed, and felt I was duped out of the cost of the book. The thing is, she is such a good promoter that she got me to buy the book which I rarely do when I hear someone interviewed on the radio about their new book.

"Viral Explosions is remarkable! Remarkably written, remarkably researched, remarkably entertaining, remarkably surprising, and remarkably comprehensive for anyone who is determined to do what Peggy herself has done: achieved tremendous success in book selling, product development, and Internet marketing."--Michael E. Gerber, author of The E-Myth books and The Most Successful Small Business In the World
"Peggy McColl has brilliantly created a formula to help you access the enormous opportunity the Internet places before you. She knows from personal experience that anyone can create a worldwide presence and generate revenues that can propel any business into a profitable endeavor."--Gay Hendricks, Ph.D., author of The Big Leap
"This is the much-needed modern Internet marketing guide delivering a simple understanding of how to reach a global audience and maximize the opportunity of the World Wide Web!"--Bob Proctor, best-selling author, You Were Born Rich
"Viral Explosions is brilliantly simple and simply brilliant! Peggy McColl, whose marketing genius I've admired for years, gives away all of her online marketing secrets in this book. I encourage you to read it and apply the wisdom contained within these pages--you'll be happy you did!"--Marc Shimoff, NY Times bestselling author of Happy for No Reason
"If you would like to tap into a worldwide opportunity to generate revenue from the comfort of your home or office, I highly encourage you to make Peggy's Viral Explosions your marketing guide. It's simple, it's practical, and it works!"--John Assaraf, New York Times Best-selling author, The Answer and Having It All
"This incredible book shows you how to supercharge your sales of any product or service by using special Internet techniques that almost no one knows about. It could make you rich!"--Brian Tracy, best-selling author of The Way to Wealth
"We have entered the digital age. If you know how to cash in on it you can get rich....allow Peggy to show you how, now."--Mark Victor Hansen, Co-creator, #1 New York Times best-selling series Chicken Soup for the Soul
reg;Internet growth has surpassed all projections and continues to expand every day. Those who are adapting to the online medium will reap the rewards for years to come and have the potential to grow their businesses and build their brands exponentially.
Peggy McColl tells her story of discovering the power of online marketing to break through the clutter, capture a global customer base, and build her business. Using many examples and stories, Viral Explosions! gives you:
A specific, proven program that even those who aren't techno-savvy can follow and tailor to their own goals.
The vital differences and similarities between offline and online marketing that every marketer needs to know to be successful.
The critical steps needed to build a global customer base, generate additional revenue, and foster customer loyalty...without having to leave the comfort of your home.

About the Author
Peggy McColl is a New York Times bestselling author and an internationally recognized expert in the field of self-help and Internet marketing. As an entrepreneur, business owner, mentor, and professional speaker, McColl has been inspiring people to pursue their personal and business objectives. She provides effective Internet marketing solutions for entrepreneurs, authors, publishers, professionals, and business owners who want to establish an online presence, achieve bestseller status, build their brand, and grow and/or expand their business online. She lives with her husband Denis and her son Michel in Ottawa, Ontario, Canada.