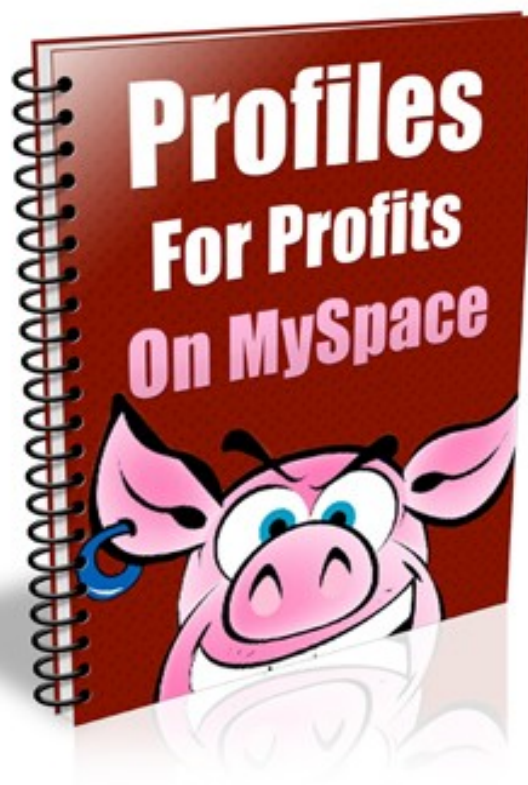




Hog Up MySpace Profits!

Turn Your Piggy Bank Into A "Hoggy" Bank!



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Graphics By eCoverFrog.com



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Marketing Your Band On MySpace

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SpaceHog's Profiles For Profits

MySpace...you've surely heard of it. Some of you probably have an account that you use to keep in contact with friends and loved ones. Others may only know of it as "that place the predators hang-out". But if that's all you know about MySpace you're really missing the BIG picture.

MySpace is the largest online social networking portal on the internet with **61+ million registered users and over 50 million unique visitors per month**, and the site is STILL growing. MySpace is currently the second largest destination, by page views, on the entire internet.

The MySpace visitor demographics are nearly an equal split between men and women, with 50.2% being men and 49.8% women. The primary age of the site visitor is between 16 and 34 years of age.

There are 1.4 million registered bands on MySpace. The site reaches more men than ESPN.com.

The site attracts approximately 220,000 new registrants DAILY!





All that, and you still won't have to talk to more than 5 people to find someone who says "I hate MySpace". It's ok...let them dismiss it, while you and I take advantage of one of the largest opportunities in Internet Marketing you may ever come across.

Did you know that MySpace gets 2 ½ times the hits that Google search gets? GOOGLE!
And people are writing it off! Don't you make that mistake.





There are many other "social networking" sites too. MySpace wasn't even the first to come along. [Friendster](#) was first, and [Hipster](#), [Facebook](#) and [Hi5](#) to mention only a few. Many of the tactics we'll go over can be successfully applied to these other social networking avenues as well.

First things first...I'm not sure what you know about MySpace, so for starters we're going to assume you know nothing. If you do know a bit about social marketing your learning curve will just be higher and faster.

It is important for you to understand one thing before we get started. It is **against** the MySpace "Terms of Service" to do any marketing on their site with the intention of profiting. The actual verbage is "...*may not be used in connection with any commercial endeavors except those that are specifically endorsed or approved by MySpace.com*" and "*Commercial advertisements, affiliate links, and other forms of solicitation may be removed from Member profiles without notice and may result in termination of Membership privileges.*"

What does it mean? If you haven't been to MySpace yet, I suggest you go now... www.MySpace.com . Look on almost any profile you find and you will find people promoting something. You're promoting yourself, your band, and some blatantly selling items on their profile, some with affiliate links and some more discreetly. Everyone is essentially marketing something. Your interpretations of these rules will be your guide to what is "black hat", "white hat" or that gray area in between.

So let's get started already!

Let's look at the squeaky side of MySpace marketing... if there ever was one.





I told you there are millions and millions of registered users right? Of course, that's why you're still reading. So where are they? Well everyone has a profile. So make yourself one. And since you're wearing your "white hat" you can do your best to tell everyone who you are while not telling everyone anything personal. HUH?!

Of course you never are going to put your real first and last name on MySpace. That's just silliness. And not your phone number or address or where you work. You've probably heard about employers Googling your name to find out about you when you apply for a job. **YES**, MySpace profiles come up on Google searches. So be very selective about what info you divulge to everyone.

Personally, I don't even use a real email address. It's not required to register. They do send a verification email, but it doesn't have to be used to activate your account. But if you ever want to change your email or password, you will need to be able to sign into your email to verify it at that point. For that reason, many users create free [hotmail](#) or [yahoo](#) email accounts to use with MySpace – again using no real personal information.

If you've been poking around MySpace you're probably wondering why everyone's profile looks cool and unique and yours looks so blah! Well trick it out! You can go to any one of the thousands of sites that give away free codes, graphics and stuff for your profile page. Search Google for MySpace Layout and you'll see what I mean.





Go ahead and make your profile "yours". This is what social networks are - a chance to tell the world who you are and what you're about in a one page profile. Add music, images, videos, voice recordings, text, Blogs...just about anything you can imagine.

If you do happen to go on to become a full fledged [SpaceHogger](#) after reading this report you will gain access to our customization tools that are contained within our exclusive member's area and are unlike any tools that you can find at any of the free MySpace resource sites. You can even watch our training videos once inside that will show you EXACTLY how to customize your profiles using these resource codes.

By now you're probably getting impatient with me and wondering how the heck you make money doing this. Relax, we're getting there.

Ok, so you've got a profile... and let's make up a topic for the sake of our example. Let's say you're totally into Xbox 360 and playing games. You wouldn't be alone right? In fact if you go to Google and search for the term "MySpace Xbox" you'll get this: Results **1 - 10** of about **3,650,000** for **myspace xbox**. (**0.06** seconds) . Yes, over 3.5 million results. So you realize quickly you're not alone on MySpace. There are others into Xbox.

Now what? Well you can start visiting the profiles one at a time, and you can click the "Add Friend" button on each one. It sends a request to the user to add you as a friend. If they accept, you become "friends". Then you do it another few thousand times and you've got a list of friends interested in the same thing as you... you can call this a "niche." It works well, but it takes time.

We'll come back to this in a minute, but let me tell you about a few things to save you a





ton of time. Friend "bots" or "adderbots" as they're known are robot programs or "bots" that will go out and send these friend requests for you, hundreds at a time. Sounds great huh? There are many out there and they all have their up's and down's. The official bot of SpaceHogs is called **Badder Adder** and we highly recommend grabbing a copy by visiting **www.badderadder.com** today!

Several complete videos demonstrating in detail how to use some of the advanced features of **Badder Adder** are included in the member's area of **SpaceHogs**.



Another quick way to get friends for free is to visit and join a "train". More commonly known as a "whoretrain." This is a place where you join up to let others know you're trying get a lot of friends in a hurry, and you know they want the same thing. Now this type of friend adding is completely untargetted, but you can build a friends list of thousands in a week this way.

A few good train locations are: **www.friendgetter.com** , **www.friendstorm.net** , **www.mstrain.net** , **www.rideatrain.net** and **<http://myspacetrains.blogspot.com/>**

Ok, back to your niche. So you add a few thousand (or more) friends that are into Xbox 360. One of the keys is to remember, this is a "social" network. So socialize! Comment on your new found friends sites, visit their websites, read their Blogs, join their groups. Groups? Ahhh yes, join the Groups.





Across the top of every MySpace page is the top navigation bar. On that bar you'll see "Groups". Click on it, and then search Xbox. Guess how many "groups" there are on MySpace for Xbox? 3100!

The screenshot shows the MySpace Groups search results page. At the top is a navigation bar with links: Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classified. Below this is the 'MySpace Groups > Search Results' header. A sort bar shows 'sort by:: newest | most popular | Group Name:'. The results list shows 'Listing 1-10 of 3106' with pagination links '1 2 3 4 5 >> of 311' and a 'Next >' link. The search results table lists groups like 'Gamers. (Public Group)' with 31,651 members and 'Computer Nerd Central (Private Group)' with 19,910 members. On the right is a 'Search Groups' sidebar with filters for Keyword (xbox), Search By (Name/Keyword), Category (All), Country (United States), and Sort By (newest/most popular).

The largest Xbox related group has over 31,000 members, second largest nearly 20,000, then 16k, 11k, 10k....you get the idea. Literally hundreds of thousands of users that have joined a group devoted to Xbox. Some are general "Gamers" some are "XboX Live" junkies... but all are into your niche.

Join some groups. This is another great way to find friends interested in your niche.

Now if you just start "spamming the PS3 out of everyone" in your group, you're going to





get banned and likely deleted from MySpace in a hurry. And there are a few ways to deal with that. Depending on which hat you've decided to wear...remember the "black hat"... well you can have 50 profiles, all Xbox related and just continue to market and get deleted, market and get deleted, all the while making money. Or you can be more subtle about it and stay more within the rules all while wearing a pretty clean and attractive white hat :o).

In this scenario you'd be wearing the "gray hat" which is somewhere in between "white hat" (methods that don't really break the rules) and "black hat" (methods that outwardly violate rules, terms, or conditions for the sold purpose of individual gain). So you have all these friends... you're chatting with them, slowly gaining credibility, knowledge, and maybe posting in your Blog... (yes MySpace has Blogs too). And you send a message to your buddies saying "hey, I found this great cheat code site – check it out!"

Now go to Google and do a search for "Xbox Affiliate" and you'll get the idea. There are hundreds of Xbox related affiliate programs. Cheat codes, hardware, software, accessories... everything. All you do is sign up as an affiliate and send you MySpace friends interested in Xbox some affiliate links to products they might enjoy. Anytime one of them makes a purchase you get an affiliate commission... money in the bank!

You're still in that "gray area" here because you're marketing for profit and remember it's against the MySpace TOS. But let's be creative. Let's make a small site...related to Xbox. Maybe an Xbox Blog of your own or an Xbox game review site...

You invite your buddies day after day to your site, and on your site you can market whatever you want. There's not really much objection to mentioning your own website to your friends if you do it tastefully and aren't over-aggressive because after all, your website could be





your hobby or interest, and hobbies and interests are things that are perfect to talk about on your MySpace profile :o). You can have Google AdSense advertisements on your website, affiliate links, build a mailing list... and you're driving free targetted traffic there using MySpace!

Ok, let's take a step back and review what we've gone over real quick.

- Make a profile or make a bunch of profiles
- Be specific and target a niche, or be general and add tons of untargetted friends
- Use a 'bot' to speed up the process
- Pick which 'hat' to wear and get started
- Use profile searches, groups and advanced search techniques to target your desired friends
- Decide how aggressively or passively to market
- Use affiliate programs to generate revenue
- Drive traffic out of MySpace to your site
- Use AdSense, affiliate marketing, pay per lead ads, & more to generate revenue

All that and we're just getting started! We've really only discussed one niche I picked out of the air – Xbox.





One of the big revenue generators these days is completing surveys and getting others to do so. This whole methodology above can be duplicated to get your new friends to generate income for you either completing surveys for you or encouraging them to get others to complete surveys to make money of their own. This tactic is starting to get a little played out but it still works nonetheless.

Sites like www.SurveyScout.com will pay you to send them affiliates, as opposed to sites like www.LeaderMarkets.com who pay you for getting surveys to be filled out.

So, with Survey Scout you're not trying get anyone to do the surveys, you're job is to get others to do that, by showing them how to sign up and make money themselves. You make a percentage, and so do they. Everyone benefits...nice!

There's a whole section devoted to making money with surveys inside the member's area of www.SpaceHogs.net.



Let's look quickly at another example.





Most people think that MySpace is a huge untargetted market. But that's just because they don't know how to use the tools available to narrow it down and find targeted leads.

How about one of the most popular tactics, marketing on MySpace for a local band.

MySpace is widely known for its wide assortment of bands that use it to promote their craft. This is an opportunity for you – even if you're not in a band!

How? All right, let's go back to the MySpace toolbar at the top of the page. Back to Browse.

Now look at the bottom of the top section of the Basic tab. See the **Postal Code** section... And the **miles of** box? Put in your zip code. Now put 50 miles in the **miles of** box. Up above in the **between ages:** box, select 21 as the young and 50 as the old. Also select **Both** under "**Browse For:**" and then click update.

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

Browse Users

Set Browse Criteria		Basic		Advanced	
		<input checked="" type="radio"/> Full Network		<input type="radio"/> My Friends	
Browse For: <input type="radio"/> Women <input type="radio"/> Men <input checked="" type="radio"/> Both	between ages: 21 and 50	who are: <input type="checkbox"/> Single <input type="checkbox"/> In a Relationship <input type="checkbox"/> Swinger	<input type="checkbox"/> Married <input type="checkbox"/> Divorced	and are here for: <input type="checkbox"/> Dating <input type="checkbox"/> Networking	<input type="checkbox"/> Relationships <input type="checkbox"/> Friends
located within: Country: United States Postal Code: 50 miles from 22120				photos: Show only users who have photos <input type="checkbox"/> Show name and photo only <input type="checkbox"/>	
Sort Results By: <input type="radio"/> Recently Updated <input checked="" type="radio"/> Last Login <input type="radio"/> New to MySpace <input type="radio"/> Distance					
<input type="button" value="Update"/>					





This will return all the men and women that are over 21 that are within 50 miles of your zip code. Get to work on building your friends list. Let's pretend you market yourself to bands in your area as a promoter. For the price of \$100 you'll build them a list of people on MySpace within 50 miles of their hometown (or wherever their gig is). Then for a recurring fee you'll send out comments, messages, bulletins and event invites to "their list" at a given schedule for "x" amount of time before an event. Poof you're a promoter. After going through the SpaceHog's course you'll have no problem whatsoever promoting bands on MySpace because we'll teach you every trick in the book and even a few that aren't yet in the book :o).



Speaking of making more money from MySpace, but not "on" MySpace... ::alert Black Hat Tactic ahead::

You can make a profile, add friends using a bot and whoretrains. Get to say 10,000 friends (in a few weeks) and sell that account on eBay for \$100 or more. Make 100 accounts with 1000 friends and sell them for \$10 each... you getting the idea yet? Making MySpace accounts and adding friends is a cinch once you've got the knowledge we're ready to give you in our exclusive member's area at [SpaceHogs!](#)

Perhaps your specialty is graphic or web design? You can offer your services customizing other people's profiles on MySpace for a small fee. Even if graphics & web design is not your specialty after watching our training videos you'll be able to make the coolest MySpace profiles for your clients quickly, easily, thoroughly, & efficiently. We will turn you into a MySpace MACHINE!





These are just a few of the many ways you can monetize your MySpace efforts. I'm going to bullet-point a few more without going into detail about them. But the point is, there is such a tremendous opportunity here.

- Contests & Games
- Surveys
- Jokes & Riddles
- MySpace Resource Sites
- Profile Customization Services
- eBay



Well we can't teach you everything in this brief eBook about MySpace marketing, but hopefully we've peaked your curiosity and got your creative juices flowing. If you visit www.SpaceHogs.net you can find out how you can get access to the full 80 page eBook, tons of step by step training videos, profile editing tools, and a very active members only forum where every single tactic we've discussed (and about 40 more) are outlined, detailed, demonstrated and discussed. Access to the discussion forums alone is worth far more than the cost of membership!





The MySpace marketing platform is changing daily so don't wait! Get in on it now and you too can "Hog Up MySpace Profits!"

www.SpaceHogs.net

