



Creating the Campaign

| | Yes | No | Outsource | Comments |
|-----------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|----------|
| Can you create and edit videos? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Can you create and edit Flash games? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Can you create and edit widgets? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Do you have a skilled writer? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Do you have a skilled researcher? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Do you have a skilled humorist? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Do you have an email list? If so, how big? If not, can you buy one? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Can you partner with a non-profit? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Can you get your product in the hands of influencers? (Free samples or discounts) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

Understanding Campaign Costs

| | Yes | No | Outsource | Comments |
|----------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|----------|
| Do you know your break even point on giveaways or discounts? (What is it?) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Can you give something away for free? If so, how many items? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Do you have the ability to track ROI from traffic and conversions? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Do you have an established marketing budget? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

| | | | | |
|----------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|-----------------|
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Launching the Campaign | | | | |
| | Yes | No | Outsource | Comments |
| Can you research and build a pitch list? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Do you have a blog of your own? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Do you have accounts on social media sites? (which ones?) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Can the idea spread via email? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Can the idea spread via social media? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Can the idea spread via blogs? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Do you have established relationships with influential bloggers? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Do you have established relationships with influential social media users? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |



Viral Workshop Additional Resources

The following is a collection of blog posts and articles that will give you additional insight into viral marketing.

10 Surefire Headline Formulas That Work

<http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/>

7 More Surefire Headline Templates

<http://www.copyblogger.com/headline-swipe-file/>

Andy Hagen's Ultimate Guide to Linkbait

<http://tropicalseo.com/2007/andy-hagans-ultimate-guide-to-link-baiting-and-social-media-marketing/>

Social Traffic: Useless Gossip or Powerful Word of Mouth

<http://www.sitelogicmarketing.com/blog/05-social-news-v-the-marketing-mix>

Viral Marketing is Not the Same as Word of Mouth

<http://www.searchengineguide.com/jennifer-laycock/viral-marketing-is-not-the-same-as-word.php>

Making Link Bait and Viral Marketing Work: 10 Part Series

<http://www.searchengineguide.com/jennifer-laycock/making-link-bai.php>

How to Pitch Bloggers – 21 Tips

<http://www.problogger.net/archives/2007/10/30/how-to-pitch-to-bloggers-21-tips/>

How to Pitch Bloggers and Journalists

<http://www.searchengineguide.com/debra-mastaler/how-to-pitch-bloggers-and-journalists.php>

LifeHacker's Guide to Commenting on Blogs

<http://lifelhacker.com/software/top/special-lifehackers-guide-to-weblog-comments-126654.php>