

# The **ViralURL** System

## How to use the ViralURL Email Section:

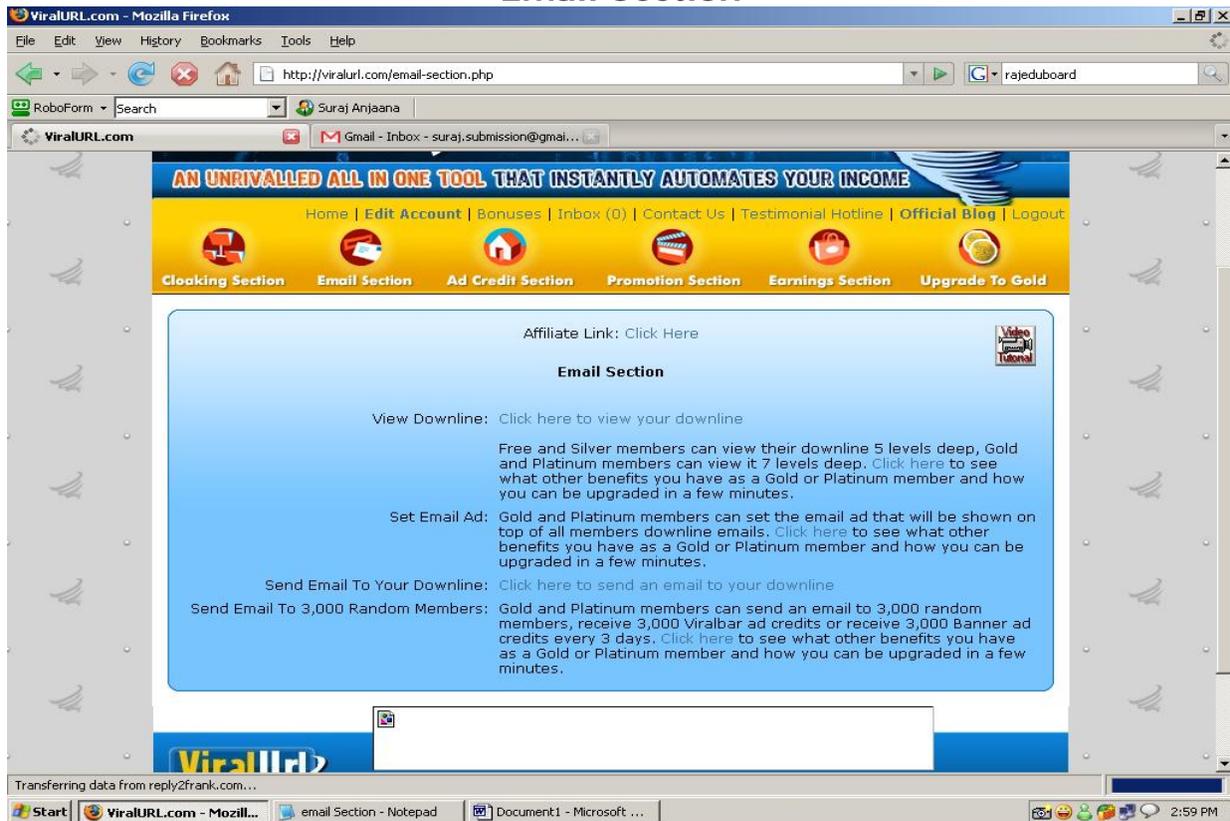
Video version of this tutorial at: <http://ViralURL.com/video-emailsection.php>

Welcome to the ViralURL Email Section Tutorial.

In this tutorial you will learn how the Email Section works.

Remember that in Email Section features vary depending on your membership level.

## Email Section

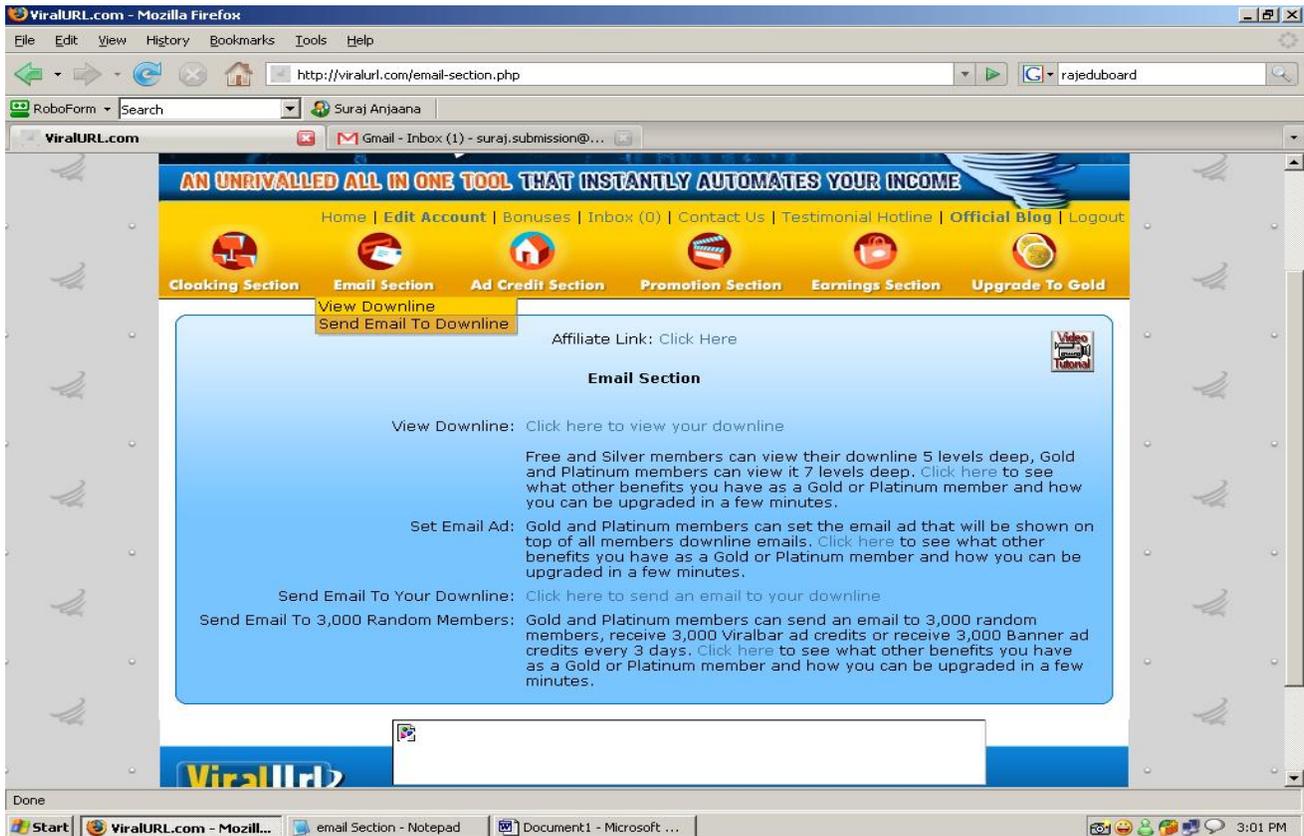


As this example account is a Free account, the 'System Mailer' option and 'Set Email Ad' option are not available (it's the same with Silver accounts. Both are available for Gold, Platinum, Diamond and Elite accounts). Both of these are very simple and self explanatory and are covered at the end of this tutorial.

At first we click on the Email Section button (See picture above).

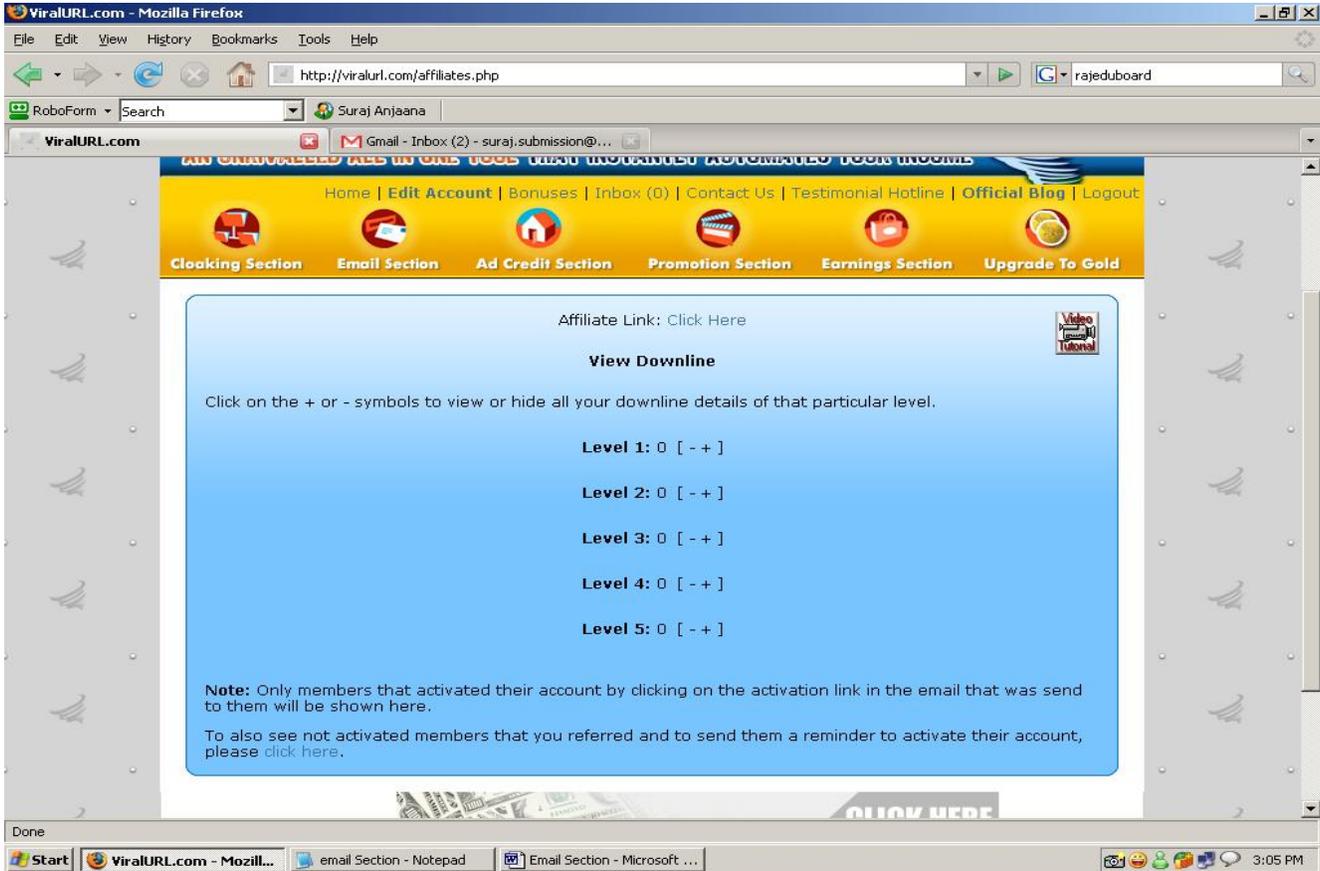
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Then we select the Email Section submenu called **View Downline** as you can see in the picture below.



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## View Downline Section



In the View Downline section you get to view the five levels of your ViralURL downline. With + (**Show**) and - (**Hide**) you can show and hide each of the levels shown. If you want to view your downline for a particular Level you have to click on + within [- +] and - is to hide that level again.

**Note:** Free & Silver members will see 5 levels, Gold, Platinum, Diamond & Elite members have 7 levels.

Now, select the next Email Section submenu called '**Send Email to Downline**'.

In this section you can personalize the subject and body of your downline emails with the following placeholders:

- {firstname} → This will be replaced with the first name of the receiver.
- {lastname} → This will be replaced with the last name of the receiver.
- {email} → This will be replaced with the email address of the receiver.

Here are some examples...

Hi {firstname} {lastname},

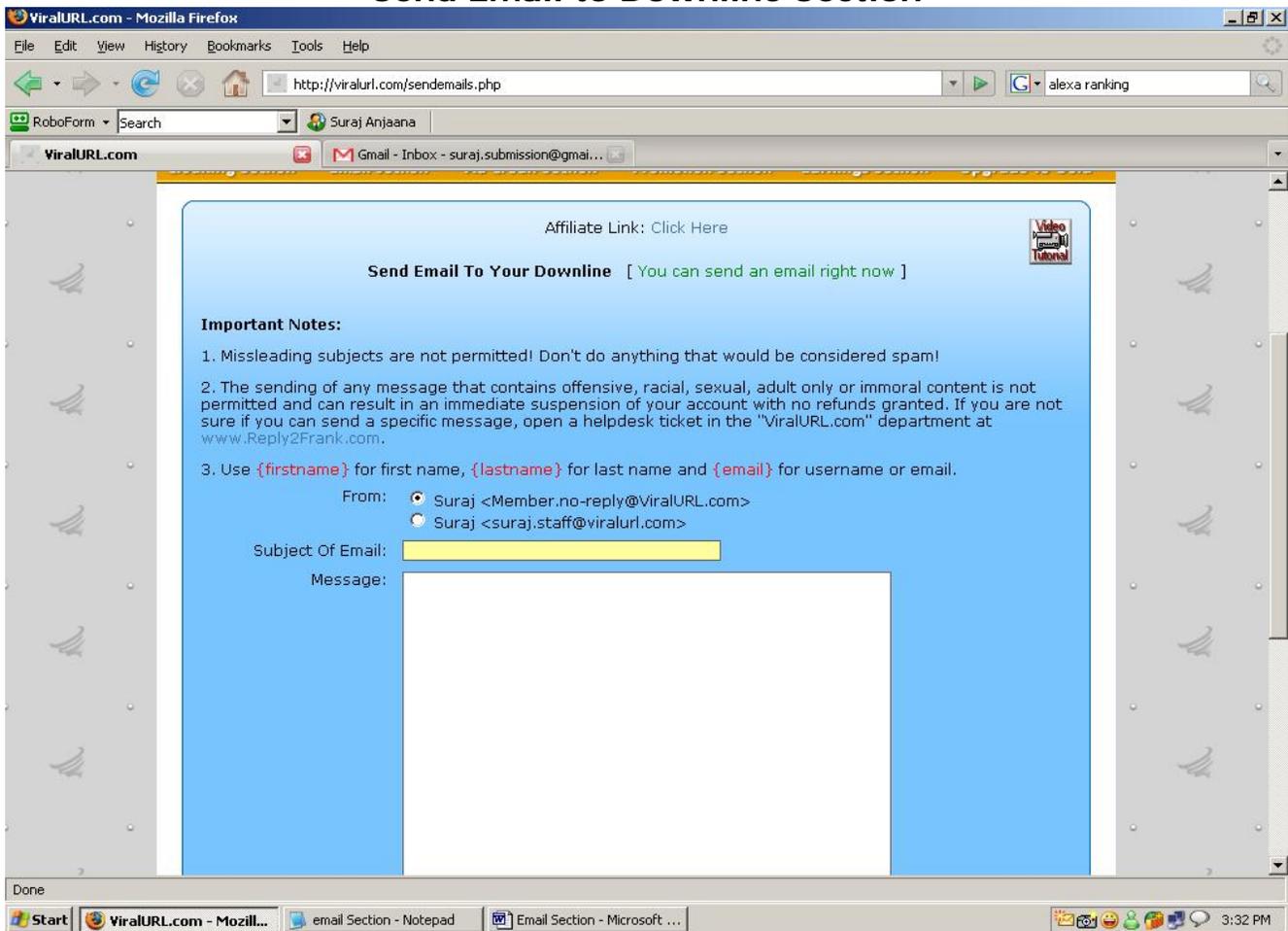
Dear {firstname},

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You can also see this in the picture below.

After you have written your email (it is best to write it in MS Notepad, Wordpad or your favorite plain text editor or email software and then copy & paste it here), click the **Send Email** submit button.

## Send Email to Downline Section



In the Email Section there are some features that are only available to Gold, Platinum, Diamond & Elite members, like the **Set Email Ad** function and the **System Mailer** function.

### Set Email Ad:

With this feature you can set your email ad which will appear at the top of emails send by any of the ViralURL members using the **Send Email to Downline** function. There is one slot in the top of emails, where your ad will be rotated with other Gold, Platinum, Diamond & Elite members on outgoing emails.

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## System Mailer:

With this feature you can choose every 3 days between 3 options that depend on your membership level...

### Gold & Platinum members:

- **Receive 3,000 Viralbar ad credits** or
- **Receive 3,000 Banner ad credits** or
- **Email a message to 3,000 random members.**

### Diamond & Elite members:

- **Receive 6,000 Viralbar ad credits** or
- **Receive 6,000 Banner ad credits** or
- **Email a message to 6,000 random members.**

You can choose between any of these 3 options every 3 days.

It is either, or though, so you may choose ONE of the three options every three days and your choice is NOT reversible.

If you chose the last option, you can personalize the subject and body of your emails with the following placeholders:

- {firstname} → This will be replaced with the first name of the receiver.
- {lastname} → This will be replaced with the last name of the receiver.
- {email} → This will be replaced with the email address of the receiver.

Here are some examples...

Hi {firstname} {lastname},

Dear {firstname},

After you have written your email (it is best to write it in MS Notepad, Wordpad or your favorite plain text editor or email software and then copy & paste it here), click the **Send Email** submit button.

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### Some general tips in regards to sending messages:

Try making changes to your message subject line and message body to improve the click rate of your message.

But make sure that each time you send you make just one change at the time. Then compare the click rate.

If it goes up, you are on the right track. If it goes down, return to your original message and try changing something else.

Continue doing so until you are satisfied with the click rate.

Other important tips...

1. Make the subject very interesting. Create curiosity. Questions usually do great.
2. Personalize the subject with the receiver's first name.
3. The only job of the subject is it to get the reader to open the email and read the message!
2. Don't make the message too long. Make it only as long as it can keep the interest of the reader.
3. In longer messages, mention the link several times.
4. Don't forget a P.S. and even a P.P.S!
5. Personalize the message with the receiver's first name.
6. Story type messages usually do great.
7. Don't sell in the message! The message only job is to get the reader into the right frame of mind and then to make him click the click!
8. Don't ask in the message for mutiple things... just set the frame of mind and get the click!

And obviously... you will want to send the readers to a high converting squeeze page instad of a sales page whenever possible. :)

