

**Find Out How to Stand Out On the Web's #1
Social Networking Site...**

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Introduction

My Space...

My What?

MY SPACE.

You know, MySpace.com, have you heard of it yet? If you haven't you are missing one of THE most popular Web 2.0 social networking sites to hit the scene in the last few years.

MySpace.com attracts attention from the young and old; the poor and rich; the famous and infamous. So what is it?

What It Is

MySpace.com is in the simplest of terms, a website. It allows members to register and post information about themselves, their likes, their dislikes, etc. It is a meeting place, a forum if you will, where people of all backgrounds, interests and demographics meet to confer on fun, politics, stardom, business and more. MySpace.com is a social networking site.

A social networking site is a site allowing users to post information about themselves, share photographs and network with others.

What Can I Use It For?

You can use MySpace.com to communicate with anyone, just about anywhere. You create your own profile. You list your interests and goals. You can then post pictures, chat, and e-mail or send messages to other members. You can take

advantage of instant messaging; you can express your innermost thoughts using online journals or blogs. You can do whatever it is you want!

Isn't MySpace.com Just A Teen Site?

MySpace.com is popular among teens. It is also popular among celebrities, older adults and people in general looking to network. You may find marketing professionals and corporations with representatives live on the MySpace.com network.

If you sell products and services to the young adult audience, you should consider MySpace.com a dream come true. If you are a consumer looking for a place to connect with others, you came to just the right place. MySpace.com is many things to many people.

- ❖ MySpace.com is fun and entertaining.
- ❖ MySpace.com is interactive.
- ❖ MySpace.com provides users the opportunity to network.
- ❖ MySpace.com allows users to chat, IM and post pictures.
- ❖ MySpace.com is a place where people build relationships.

If any of this is exciting to you, then keep reading! This guidebook will provide you the information you need about MySpace.com, so you can set up “your” space in a comfortable and effective way. Remember, MySpace.com is a community forum for anyone. It doesn't matter how young or old you are, or who you are. You do not have to be technically perceptive to do well on MySpace.com. All you need is a wish to communicate with others, and a bit of time to invest in your personal space on MySpace.

Ready? Good, then let's begin our journey.

MySpace.com – Getting Started

If you plan to start your personal space on MySpace, keep in mind you must be 14 years old at least. MySpace is a legitimate site that takes precautions to protect minors. For example, users under 18 years old may not take part in group discussions that are adult-themed in nature. The site also provides safety tips to members as they move through the site and visit new sections, profiles and features.

Safety on MySpace.com

Because MySpace allows you to provide personal or private profiles online, it is important you consider the types of information you put out there for others to see. You do after all, want to protect your privacy. Here are some tips MySpace.com recommends everyone follow to ensure their safety.

- **Do not provide personal information to people unless you do so with the full knowledge this information can become public.** You can set your profile on MySpace.com to private, so only people you invite or place on your friends list will have access to it.
- **Be wary of anyone posting a profile on MySpace.com.** It seems odd to say that, doesn't it, because MySpace.com IS a social community website. However, with modern technology comes the ability to become invisible. Just because someone posts their picture and profile on MySpace.com doesn't mean they are presenting themselves honestly. Be aware of that.
- **Get to know people.** The best way to get to know people is to share an online relationship with them without giving away too much information until you really know them. MySpace.com is a wonderful networking site.

Do not agree to meet a perfect stranger after chatting with them for two days on MySpace.com. Make sense?

- **Be polite when working on the Web.** Make sure you do not post information that is libelous or critical of others unless you have a right to do so. Yes, this is freedom of speech, but many people have gotten into serious trouble “speaking” their minds freely on such sites. Just make sure you keep to the facts. It’s ok to state your opinion, but try not to slander someone or someone’s business. Remember the site is a social networking site. It is supposed to be fun and memorable.

OK, so now you know a little about safety on MySpace.com. Chances are higher however, if reading this guide, you want some information on marketing, or using MySpace as a portal to promote your products and services. Right? Social networking is after all, the latest trend.

Don’t worry. If you do not have your MySpace.com profile set up, you can still get ahead and gain a competitive advantage. In fact, Entrepreneur.com Magazine just featured an article encouraging entrepreneurs to get in on the action, because at MySpace.com, the action is still hot.

MySpace.com – Not Just For Kids

MySpace.com is a social networking site. It is not just a meeting place however, for teens and children. It is not just a relationship-building site in the sense of friendly relations. You can set up a noteworthy business platform using this unique site, and it is a lot easier than you think.

Social networking sites are becoming more and more popular. If you want to stay atop of the latest trends, then you would benefit from setting up a business profile on MySpace.com, whether you are a small business owner or a mega entrepreneur. So, how do you start?

Figure Out If MySpace.com Fits Your Target Audience

There are many social networking sites out there, every one of them with different audiences and different appeal. MySpace.com may be just what you need if you want to target prospective customers in a specific demographic.

There are millions of people posting on MySpace.com. A savvy entrepreneur can use the site to find prospects that live in target locations throughout the nation or world. The site comes with many powerful search tools allowing people to find others in the same business codes, state or regional areas. You can find people by age, status, employment or by any other defining character.

MySpace.com in fact, provides you the perfect opportunity to seek out prospects using their own user-friendly search engine tools. While you are at it, you can set up your own profile, then invite the people you find as potential prospects to come visit “your space” on MySpace.com. It is an exceptional way to attract interest from a large and penetrable market.

Use MySpace.com to Market Products and Services

MySpace.com is also an ideal tool for marketing your products and services to customers. You can list your products or services, you can offer reviews on them, and you can communicate one-to-one with prospects, answering any questions they may have about your business.

Slowly, by doing this, you build relationships with prospects. People come to trust you, and trust what it is you have to offer or plan to sell. Don't be shy about promoting your products, as long as you believe you have a good product to sell. People will recommend your space to others if they find your business worthwhile.

Just make sure if you do feature products or services, awards, profiles or other information about your company or business, you take the time to make daily blog entries or posts to your site. People always want current, up-to-date information.

Dynamic vs. Static Sites

This leads us to the question of “dynamic” vs. “static” sites. You can make your space “dynamic” or “static.” A dynamic space is one filled with current information, with interesting products and services. Creators of dynamic sites update them regularly to provide new visitors with new information. You may keep a blog on your space that you update often. Make sure you update any specials in order to keep driving prospects to your space.

In today’s technologically advanced market, the static sites will lose out. No one wants to return to a site that never changes. What you want to create is an ever-evolving space. So, make a point to add something fresh and new consistently!

😊

The Nitty-Gritty Details

So, how do you get started on MySpace.com? I'll bet you thought you would learn that in the last chapter. Well, keep in mind all good things come with time.

First, go to the site and register.

<http://www.myspace.com>

Here is what you get:



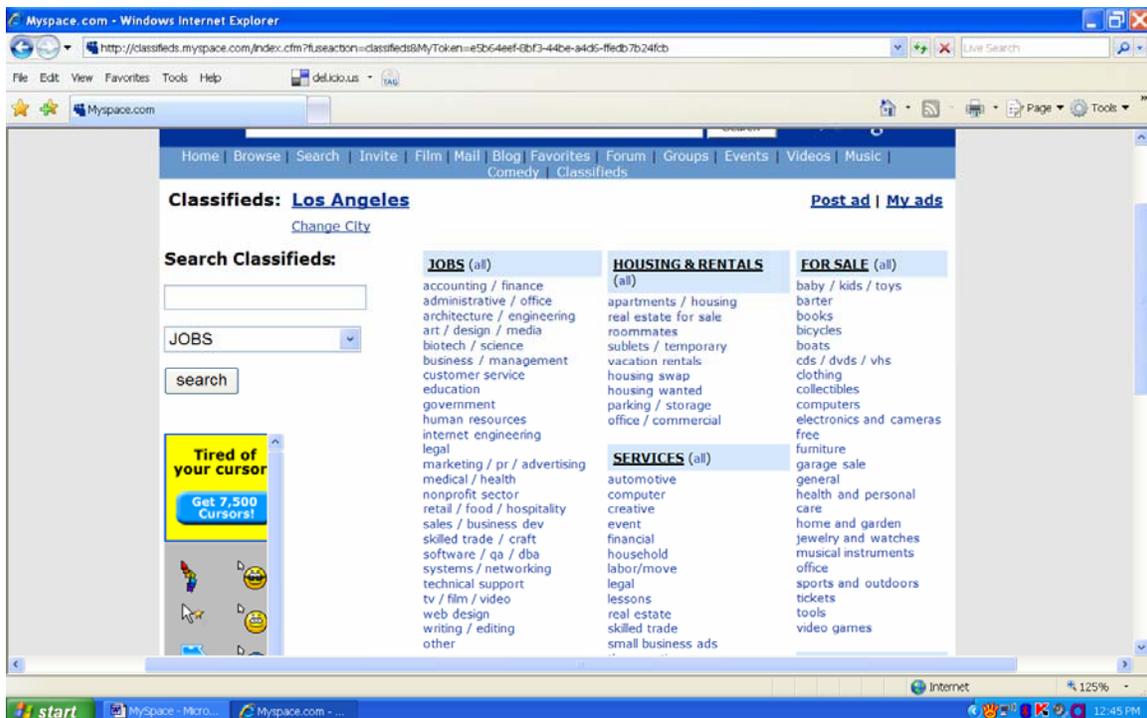
As you can see, this is not a bad-looking site. It contains standard stuff, nothing too complicated. This is the general home page. You will notice on the right corner, a member login. If you do not have a login, you can sign up for one free.

Note there are many features. You can search for communities, books, blogs, comedy, forums, news or by other keyword terms. You will see below the

registration box, there are photographs of the latest people to join the MySpace.com community.

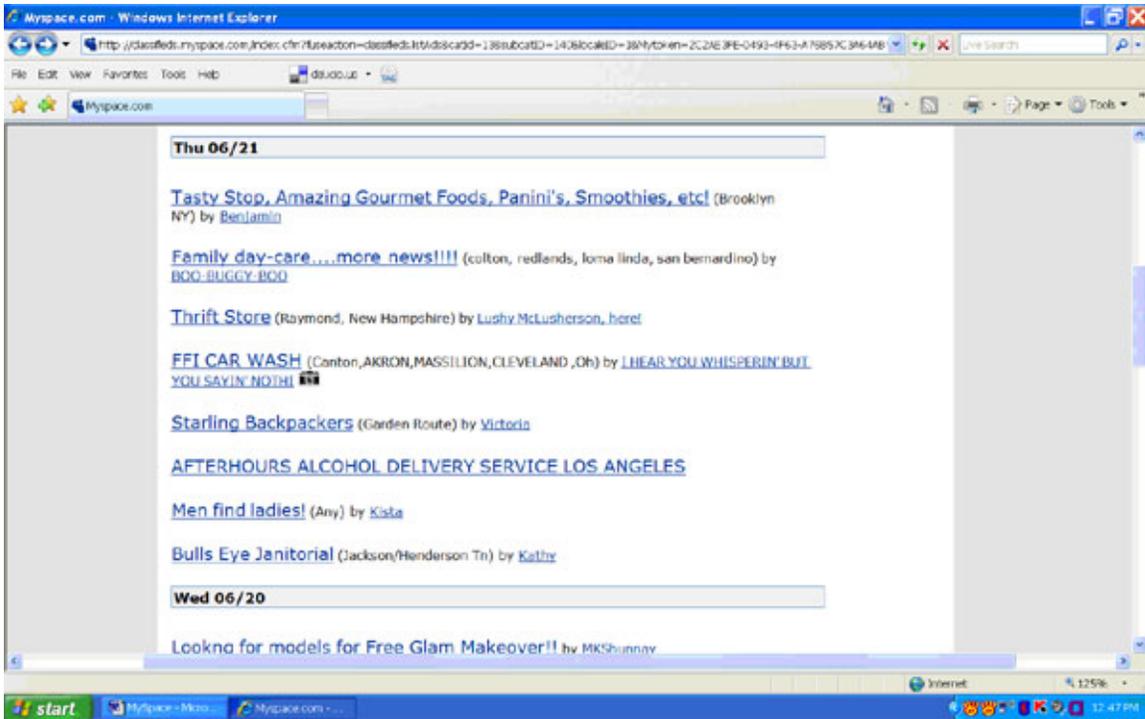
When You Join MySpace.com, You Become An Instant Celebrity!

In the top navigation bar, there are choices for browsing, searching, finding film, mailing, blogging, groups, events, music videos and more. There is even a link for “Classifieds.” Let’s see what comes up when we click the classified link.



Here you will see classifieds just as you would in any ordinary website or classified posting. Now, if you have a business and want to sell products or services, you can post your space in the classified category.

Let’s click the “small business ads” link to see what comes up.



OK. You see a listing from people that have posted to their blog or website on Thursday 6/11. Now, let's see what "Tasty Stop, Amazing Gourmet Foods, Panini's, Smoothies, etc!" brings up. Click the link and you get:



Now you are starting to see how MySpace.com can be an excellent tool for advertising. This individual, named Benjamin, posted an ad for his “Tasty Stop” located in Brooklyn New York. He posts the hours of operation, and offers a special “treat” for customers mentioning they found his shop through MySpace.com.

You can use your personal classified spot to offer special discounts, special events or promotions for your company or business. There is little interference from MySpace.com for people posting classified ads. You will have to deal with a few AdSense ads posted at the right of the page.

Look closely however, and you will soon see they do not really detract from the main message “Benjamin” is offering.

Here are some tips for creating a GREAT classified page on MySpace.com. Remember, in a sea of other ads, you want YOUR ad to stand out.

Here’s how you do it:

- ➡ **Make sure you keep your ad short and sweet.** Post your name, the hours you work, and provide visitors with information on your products or services.
- ➡ **Provide prospects with contact information or an e-mail.** If you notice, at the bottom of the ad posted above, there is a reply key and a forward key. You can “reply” to Benjamin’s Tasty Shop and ask questions, or forward his shop info to others that might have an interest. In doing so, you get instant viral marketing, easy as one-two-three!
- ➡ **Include a picture, photograph or some other personal element to help your ad stand out.** Think about the last time you looked at an ad in

your yellow page. What made it stand out? What is ordinary or extraordinary. Follow suit.

- ➡ **Incorporate keywords in your ad that will help people searching for what you have to offer pull your name or site up quickly.** The easiest way to find out what keywords people search for when looking for whatever it is you sell is by going to the following link:

<http://inventory.overture.com/d/searchinventory/suggestion/>

While it is a bit slow sometimes to research keywords, in the end you will be glad you did, as your ad will receive more hits.

Remember, MySpace.com is not just for ads, however.

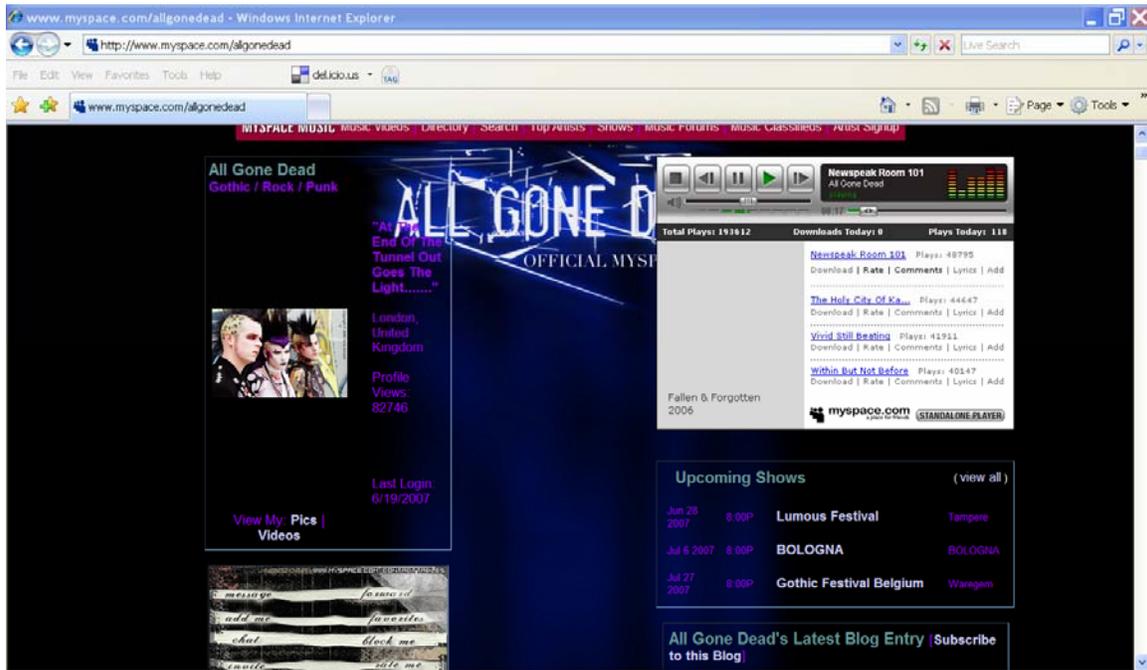
Website Space on MySpace.com

Ads are one way to earn the attention of prospects. Many people prefer to build a loyal relationship with customers by having a more personal space on MySpace.com. Since this site is as fun and entertaining as it is an ingenious marketing tool, you might as well set up a personal website space too.

You can set up your personal MySpace.com page to act as a mini-website. You can add music, audio, visuals and more. If you use the search category and type in “music” for example, you get profiles of various bands. This is one of many ways to promote your band, your organization, your product or your service on MySpace.com. You can even use the website builder to create a personal page that lets your visitors get to know you a little better.

Studies show people are more willing to buy things from people they trust and “know” and there is no better way to get to know someone than to share information with them in a user-friendly and comfortable environment.

Here is an example:



Here, the band, "All Gone Dead" provides music information to its loyal fans, so you get a sample of the music they offer. They also post a list of their upcoming shows, and provide a blog that fans can read daily or weekly.

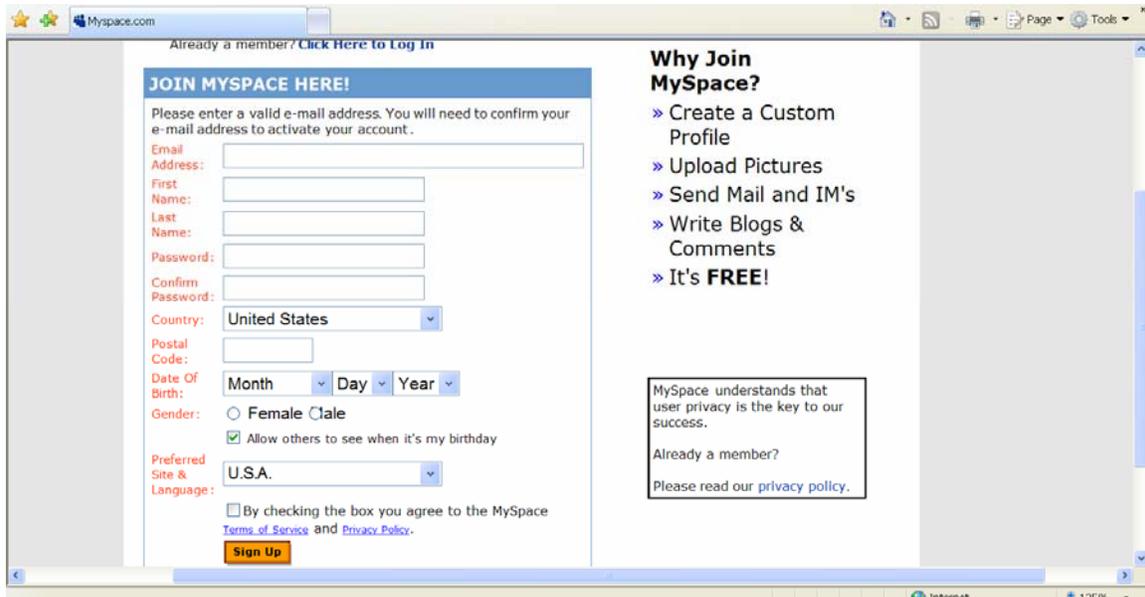
Visitors can subscribe to the blog, they can comment about the band and interact with members. Not a bad way to build up your list of prospects, now is it?

There is much potential for anyone to use MySpace.com to set up a marketable and brandable site. You can post links to your site or your favorite sites if you affiliate to get people to click through once you build a relationship with them.

By now you must have some interest in setting up your website. Let's pretend we want to set up a website. Click the sign up box. You need to go back to the home page to do this.

You will find the screen imprinted below. When you do, just follow the directions to start creating your own website. Unlike many other popular websites, Myspace.com isn't hard to use.

It's easy, self-explanatory and free.



Just enter your e-mail address, first and last name, and password – standard information you need to set up a profile on any website. Once you sign up you can create a custom profile, upload your personal pictures, set up a blog and comment, all for no cost.

What you get is free advertising. As long as you are not spamming, the whole world can browse your page.

Now that you have a nice web page set up on a popular social networking site, your next job is to get people to notice you. You may think that is easy. Maybe you sell a spectacular product. You can sell the cure for cancer, but if you do not understand some basic principles of marketing you will not get a single person to view the pages you post to your site, it is that simple.

Therefore, in the next section, we will show you how to help stand apart from the crowd. Learn what it takes to create a meaningful and enticing web profile from the start.

How To Stand Out From The Crowd

So how do you stand out from the crowd? There are millions of people signed on with MySpace.com after all, right?

No worries. MySpace.com makes it easy for users to search for sites or people with common interests using keywords and their search engine tool. If you followed any of the advice above, then you likely created a web page filled with keywords, images and interesting facts or tidbits that will attract people to your site.

MySpace.com Do's and Don'ts

When it comes to sites like MySpace.com, there are some definite “dos” and some things you should not do.

- ❖ Do set up a simple, good-looking page.

- ❖ Avoid setting up a walking advertisement. If you want to use your space at MySpace.com to send people to your web sales letter, then do so. Do not simply post your sales letter as your front page on MySpace.com. Remember, this is a social networking site. People want to learn ABOUT you. They want to know what you offer, but they do not necessarily want you to sell to them directly (unless you have a classified ad).

- ❖ Post ads to the classifieds section.

- ❖ Spend some time surfing MySpace.com and find out what sites are popular hubs. Why are the popular sites popular? Do they use dramatic color schemes, dynamic pages? Do they incorporate many photographs? Maybe they just contain interesting and fun information. Take notes.

- ❖ Find out what other people on MySpace.com are creating if they may offer complementary services to you. You can network with them and find out ways to promote your information as well as theirs. Trade links, share freebies, offer them incentives to collaborate with you, or create a joint venture opportunity.
- ❖ Do not be rude or slanderous. You could be liable for libel if you place derogatory or false information about someone or a company on your MySpace.com page. There is freedom of speech, however there are also rules and regulations protecting people's rights and privacy. If you have a complaint, file it somewhere else.
- ❖ Do be open to feedback from people visiting your page.
- ❖ Do provide your guests an opportunity to contact you or provide you feedback. A guestbook is one way to do this.
- ❖ Do play around with your site regularly. The more you test the better you will be at perfecting your site and attracting the largest crowds of people.
- ❖ Do keep information fresh and appealing. If you want people to come back to your space on MySpace.com often, then you will have to create dynamic pages with changing content. You can do this easily by adding a blog feature or content manager to your site so you can upload new pictures, information and other tidbits about your site.

Lastly, remember you have to have fun when creating your site. MySpace.com is one of the few social networking sites that offer users the opportunity to not only advertise, but also have fun.

MySpace.com should not be your primary source of traffic, but it can be a great place to build relationships with people, share information about your passions and build a loyal following of friends, clients and customers. Keep this in mind the next time you log in.

Spam, Ban, Thank you Ma'am

Ok so if you thought MySpace was merely about making friends and finding dates, you've got it all wrong. They do call it a social networking website but it offers marketers a huge base to target their products at. With over 80 million profiles* on the website, advertisers could be forgiven for falling over each other, trying to woo MySpace users.

However marketing on MySpace needs to be discreet and calculated.

“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.”

Does this tell you anything? If you're planning on barging in and splashing your marketing messages around, think again. The Big Ban is waiting for you.

“Thanks for saving me the effort. I can now look elsewhere.”

But wait. That was only the bad news. The good news is that making it big through MySpace marketing is possible. All you need to do is follow a few Dos and more importantly, NEVER ever think about the Don'ts.

Tom's watching you...

Every MySpace user knows Tom as the smiling chap who is a friend to everyone. Now, he also happens to be the guy every online marketing guru would warn you against. He is the powerful admin who lurks around every profile, watching every move. Whatever you do there, do NOT upset him. Why? Because he has the all-important buttons that could ban you. Everything I tell you from here will be about

being in the good books of Tom. Mess with him and you could celebrate a ban this weekend.

Now that I have your attention, let's talk about what you can do to sell your product on MySpace.

Make friends

Let's get this straight. We are talking about a social networking website and not a marketplace. Any marketing effort has to be smart and easy on the users. If you want to sell your product, find people who would be interested in your products. You may want to buy an adder robot or a bot to get yourself hundreds of friends in a short span of time. There are many popular bots on the Internet and you can buy one after conducting some basic research.

Make sure that your friends are first your friends and then your potential customers. That brings me to the next point.

Discuss and engage

"Buy my product, it is THE BEST" is the best way to jeopardize your business prospects. The golden rule is to engage your friends. If it's a music player that you intend to sell, participate in the various music bulletins and groups. Discuss issues of interest to everyone. Convincing your fellow-users that you're well-informed and are here for a constructive discussion is half the battle won for you.

Sell on your website

Selling on MySpace is not really about selling. It is more about attracting attention. Win people over with your opinions and knowledge. Talk about more

than just your product. Once you have their confidence, you may try to redirect them to your webpage. That is where the real selling begins. Selling directly on MySpace can get tricky. No matter how good your product is, you may be mistaken for a spammer and that means 'friend-turned-foe' Tom is going to kick you out. At best, MySpace can be a huge database that you can use.

Targeted approach

Too much of a good thing is bad for you. So, forget 80 million customers. You don't need that huge a customer base. When you go for everything, you'll most likely end up with nothing. A better idea is to join the relevant groups and spend some time there. After a while you'll get to know the real users from the passive ones. It's all about positive and negative leads. A thousand interested users are better business any day than a million passive users.

That's about what you can do to give your business a stronger chance of succeeding. Next, let's look at the Don'ts. I like to call them *The Five Cardinal Sins of MySpace Marketing*.

1. Profile after profile after profile

An alarming number of marketers fall prey to this formula. Face it; most users are smarter than you think. Creating fifty profiles is not going to do anything for your business. All of them end up looking the same. If you want people to listen to you, be real and realistic. I don't mind you creating fifty profiles but make sure every profile is different and has a personality of its own. After reading that, I won't be surprised if most people rule out that option.

2. Scream out loud

Nobody's listening so stop screaming! Force your product down a user's throat and he or she will only throw up. Same applies to your profile. Do not make it look like a product newsletter. When people look up your profile, they

don't want to read 'bass enhancers and sub-woofers'. They want to know you. They want to know how interesting you are as a person. Just answer this simple question. Would you ever befriend yourself if you were an ordinary MySpace user?

3. I am the best, forget the rest

You are out there to sell and so are your competitors. So outthink them instead of pulling them down. If you tell everyone that your competitor is a fraud, they'll first ask you, "how are you any different?" Remember, what goes around comes around. Today, it may be you pulling down another business. Tomorrow it could be someone else pulling you down. It's never worked in the past. It never will.

4. Spam the living daylights out of everyone

Don't scare them. They want to return to MySpace. You want that too. Spamming every nook and profile with your 'Buy my music player' messages is no worse than following someone to the restroom with your product. People get tired of seeing your intrusive message everywhere and you won't be making too many friends out there. To make it worse, you'll earn yourself a ban as well.

5. MySpace is the savior

Here's your newsflash – it's not. Yes, millions have been made off MySpace but if you're in it for the long haul, think beyond just one strategy. Make MySpace a part of your overall marketing strategy but creating a smart profile and expecting to be a millionaire is plain short-sightedness.

Phew! That's a lot of things to do and not do. But come to think of it, it's business and unless you do it right, it's never going to get you anything. Marketing on MySpace is not an exact science. So there may be a lot more than what I have

listed here. The above mentioned points are just a few ways to escape the ban and develop some great business at practically no cost.

MySpace.com Frequently Asked Questions

Now you know the basics, let's spend some time reviewing some of the more commonly asked questions about MySpace.com.

Most of the common questions people have about MySpace.com are answered on the site. Just visit their FAQ page. Nevertheless, you may want some answers now, so we will review a few questions. You will also find answers to some questions not easily found. Pay attention, and before you know it you will have a dynamite site ready to go. Connect, make friends, celebrate and publicize.

Q. How much will it cost me to advertise my products or services on MySpace.com?

A. The best part about MySpace is that it costs nothing to use. It is a free social networking site created to help people connect. MySpace receives income mostly from ads you'll see on the site. Each time someone clicks through ads, the site produces income. MySpace has said at some point in the future they may add deluxe features they will charge for, but right now, you can do what you want when you want. This is one reason you should take advantage of the opportunity to create a great MySpace "space" while you can.

Q. Can I upload any music to my web page?

A. MySpace does allow users to upload music, but only if they create a profile in the Band/Artist profile section. You can do this by accessing your profile after registering and then uploading any songs you want.

Q. Can I invite people from my opt-in list to visit MySpace?

A. Yes! In fact, this is a great way to network and get the news out about new products or services you offer, or a simple way to help people get to know you a bit better. Inviting friends, family or clients is easy using the tools provided free on MySpace.

Q. What if I do not want everyone to see my profile?

A. While most people use MySpace.com to publicly meet others and share their information and profile, you can keep much of your information private. All you need to do is change the account settings on your “space” and set up privacy rules so only the people you invite, or only certain groups can access your page and your personal information.

Q. What are some other ways I can use MySpace.com to my benefit?

A. You can use MySpace any way you like. If you want to network with family and friends, you can set up a personal profile. If you want to promote your business, band, products or services, you can set up a classified ad or set up a space that reflects what you offer and what you do. You can add pictures, images, descriptions and even reviews of products or services.

Q. How do I attract people to my “space.”

A. Attracting people is easier than ever before. You can invite people to your space by using the tools provided at MySpace.com. You can also create a dynamic website with lots of information. When you update information regularly and try to provide fresh and interesting content to your visitors, you are more likely to set your space apart from all the other sites competing for the same attention. Make sure you always get back to people that visit your site. You can also talk about your MySpace page on other sites you have, like blog sites. This is a great way to promote your site with little-to-no effort.

Q. How do I know I will attract the right people?

A. People of all lifestyles visit MySpace.com. There are movie stars, singers, high-power marketers, corporate business owners, and ordinary people. Just about anyone you can imagine (over age 14) uses MySpace.com. So, if you want to maximize your exposure, you do it by setting up a page, then get people to visit!

MySpace.com – The Wave of the Future

Whether you want a fun and interesting way to network with friends and family, or a serious avenue for driving traffic to your primary sites, MySpace.com is THE place to be on the Net today. A popular social networking site, more and more savvy business owners are realizing their true potential by branching out and trying new things.

MySpace.com offers opportunities for anyone interested in sharing what it is they have to offer, or who they are, to the world. It is an excellent avenue for networking with others. You may even meet your next joint venture partner by visiting the site.

Remember, MySpace.com is something new, and something that has great value. Do not pass up this opportunity to market yourself, free! Get going, what are you waiting for?

<http://www.myspace.com>