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DATE: _____ ORIGINATOR: Barry Dunlop & Dean Hunt

SUBJECT: Buzz Content Hustlers

A Special Report by **Barry Dunlop** and **Dean Hunt**
(AKA The Buzz Content Hustlers)

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FOR YOUR EYES ONLY

Confessions of the Buzz Content Hustlers

We all know the value of web content, after all, without content you just have a domain name or a web template... it is the content that adds value to a website or web business, and it is the content that will determine the success or failure of a website.

However, as the amount of web pages on the net has risen from millions, to tens of millions, to hundreds of millions to BILLIONS... the bar has been raised, and content that would have been appealing 5 years ago is no longer good enough.

Most large businesses combat this by employing writers, and often they end up with well written, grammatically correct, but BORING content.

You see, there is a big difference between being able to write, and being able to grab attention.

The key factor is the idea generation.

Good ideas are key, and in our opinion are more important than the actual creation of the content.

TIP: A great idea written poorly will be more interesting than a terrible idea that is well written.

So here is the million dollar question: How do you create lots of great ideas for your articles, videos, features, podcasts, newsletters, reports?

Here are three possible options:

- 1) Get your entire team to brainstorm in a meeting room for 2-3 hours every single day
- 2) Go the route of Lennon and McCartney and try Hallucinogenic drugs (allegedly ;-)
- 3) HUSTLE

That's right, today we are going to show you how to appear like an inspirational, creative, buzz generating genius, with almost zero effort.

We are drawing back the curtains on 7 of our favourite buzz content hustles that you can use straight away to give your content some extra spice, and to get your team wondering how on earth you came up with such creative ideas. What's more, all of these hustles are proven on a global stages, and between them, they have generated hundreds of millions of extra visitors.

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The Campaign Hustle

Campaigns are such a great PR and publicity generator. For the expert hustler, the campaign hustle could generate global publicity and national media coverage.

The Sneaky Trick: The key here is to know that there are two winning options:

- 1) A hot-topic
- 2) A spoof or amusing angle

That's right, your campaign has to stand for something, it has to mean something... but how do you decide?

THE HOT-TOPIC

Sneaky hustle number one is to let other people do this for you. Simply visit a few forums related to your topics, and look at the threads with the most replies. What are people pissed about? What change do they want? What would make them happy?

All the data and market research is being done for you, right now, in forums all over the net. This may be a sneaky hustle, but all you need to do is monitor, find a hot-topic, and then leverage yourself into that buzz by creating a campaign.

Quick examples: <http://googlepublicpolicy.blogspot.com/2008/06/announcing-internet-for-everyone.html> (The Internet For Everyone Campaign), which aims to get Internet access for all of America.

OR

<http://www.thelocal.se/9078/20071112/>
(The right for Swedish women to show their breasts in Sweden's swimming pools)

Sneaky hustle number two is the spoof/amusing angle...

THE SPOOF

In the Internet world these can generate huge viral appeal. Coming up with ideas for this method is not as easy, but we recommend taking your staff or your friends to a bar, buy them a few drinks, and then brainstorm the wackiest ideas you can think of.

To give you some assistance, here are a few examples of amusing campaigns that got global coverage. Seriously, if you can replicate any of these, it could result in literally millions of extra visitors.

http://www.youtube.com/watch?v=vr3x_RRjdd4 (Free Hugs Campaign)

One man's quest to give free hugs all over the world. Sounds crazy, but this video has had over 29 million views to date.

<http://blog.wired.com/underwire/2008/08/paris-for-presi.html> (Paris Hilton For President)

Again, very tongue-in-cheek, but generated a huge amount of publicity.

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The Seasonal Round-up Hustle

This hustle relies on one stone-cold fact... season's come around EVERY single year.

We can use this consistency and exploit it to create entertaining features and content for our websites, blogs, videos, newsletters, emails etc...

Here is how is how you do this hustle...

First, you make a small list of the main products, services, objects, people etc... in your industry.

Secondly, you grab a calendar, and make a note of not only the upcoming season, but also, any major holidays, special events or special days.

For example, you may have Winter and Halloween.

Next, you mix your seasons with your nouns, and look for any combinations that can be used to make a seasonal round-up.

Here is an example...

Let's presume the industry is video games...

'The Top 10 Most Anticipated Video Games Due For Release This Winter'

OR

'3 Video Games That Will Get You Through This Cold, Cold Winter'

OR

'Top 5 Video Games For Halloween'.

You really can apply this hustle to any industry... and as the name "round-up" suggests, you can also look backwards...

e.g 'The Most Amazing Olympic Achievements of Beijing' or 'The 3 Hottest Product Launches of 2008'

By using these angles, you stay relevant and you grab people's attention.

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The Ego-Stroking Hustle

This hustle exploits a weakness that almost every human has... an ego.

In fact, this doesn't just work on egotistical people, it can often work even better with insecure people.

There are two ways to successfully complete this hustle:

- 1) The Award Hustle
- 2) The Top-list Hustle

All you do is praise and recognise the people in your industry. This will hit their ego, and as a result, they will shout about it from the rooftops. More specifically, they will link to you and promote you, without even realising that they have been hustled.

Here are some examples:

www.45n5.com/top100/

This blog launched and used this list as a catalyst to generate links and buzz. It worked! And it is now considered one of the leading make money online blogs.

A quick google search shows that there are well over 7,000 mentions of this page alone, and the backlinks generated were out of this world.

<http://alltop.com/>

Alltop is the creation of Guy Kawasaki, and it is a top list of sites for a huge array of industries. We know from experience that a mention on here is enough to get people talking about it. What's more, they created a series of badges that you can put on your site <http://badges.alltop.com/> yet another way of getting publicity and links.

Ok, so now you get how the top-list hustle works... but what about awards?

By creating an award or series of awards, you are positioning yourself as the authority. This hustle is a great way therefore to boost perceived authority, and it can also generate a lot of publicity.

Quite simply, you create an award, and award sites, people or products via your site. You then provide a certificate, or a small prize, or a badge that they can put on their website ;-) and bingo, you have achieved authority, aligned yourself with the biggest names in your industry, and got lots of publicity and traffic.

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The Challenge (with forfeit) Hustle

This hustle works on many levels, if done correctly it can provide enormous buzz and traffic.

We are sure that there are times in the year when you mentally set a goal for yourself, your team or your business... this hustle works by simply vocalising that challenge, and then setting a forfeit if it is not achieved.

A famous example of this hustle was Dan Raine's \$15k challenge.

You can read the details here <http://www.15kchallenge.com/>

And you can watch the forfeit video here: <http://www.youtube.com/watch?v=BW0x0hH34oQ> (warning, contains some thong action)

You probably all have challenges that you have set yourself. So why not publish them, share them with the world and generate tons of coverage from them?!?

If you don't want to do a forfeit, here is a little hustle for you... simply replace the word "challenge" with "experiment", and now it sheds a whole new light on it.

Example: <http://www.engadget.com/2007/01/18/wii-sports-experiment-sheds-nine-pounds/>

One man's experiment to see how much weight he could lose using the Nintendo Wii video games console. Once again, this got global coverage.

One of our Platinum Club members is doing a challenge with us, and if he doesn't succeed he will be standing on the side of a major road in the UK with a sign saying "I am a big failure".

Embarrassing? YES

Publicity generating? Oh YEAH!!

The Addiction Confession Hustle

The addiction confession hustle is one of the more advanced hustles. To achieve this hustle, you will need someone within your team who has a great sense of humour.

In a nutshell it is an angle that you can use to create a video, podcast, article, blog post, newsletter item etc... and if done correctly, it could generate a lot of interest.

Here are some examples:

<http://www.techeblog.com/index.php/tech-gadget/feature-signs-of-halo-addiction>

“Signs You Are Addicted To Halo”

<http://adiggted.blogspot.com/2006/12/top-10-signs-youre-addicted-to-digg.html>

(Self explanatory)

<http://www.searchrank.com/blog/2007/04/10-signs-of-a-blog-addict.html>

Do you know what all these three have in common?

They were all featured on the Digg homepage, thus generating tens of thousands of hits, and tons of links.

So look at the main objects, services, websites, tools in your industry, and see if you can create an addiction confession hustle.

TIP: For added effect, use the list format. e.g.

“7 signs you are addicted to Mastermind meetings”

Or

“5 Sure-fire Signs You Are Addicted To Andrew Lock’s Nifty Clicks”

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Petition Power Hustle

We have mentioned the Petition Power hustle previously... but it is well worth another mention.

This hustle works by uniting people, making them take action, making them feel part of something important, and leveraging hot-topics.

Quite simply, you need to find a hot-topic, and then create a petition either for or against it.

Here are some examples:

<http://buzzcuts.uproxx.com/hip-hop/2187> (petition against Fox News by a rap star)

<http://www.asylum.com/2008/08/21/barroom-debate-should-there-be-olympic-football/>
(petition for football to be in the Olympics)

<http://www.entertainmentwise.com/news?id=31967> (2007 petition to put Paris Hilton in Prison)

<http://www.boingboing.net/2006/05/04/petition-stop-the-ri.html> (petition against the RIAA suing legit fans)

There are thousands of other successful petitions on the net, and there are tools out there to help you get setup in no time.

This hustle relies mainly on your ability to find a hot-topic that the vast majority of people in your industry:

a) agree with

b) feel strongly about

Get those two right and you are onto a winner.

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The Betterer Hustle

This hustle is a great way of creating interesting, creative content. People will think you are an editorial genius, but the reality is that you are exploiting a clever content hustle.

This hustle is best used on objects, so make a small list of the main objects in your industry, pay extra attention to any brand new products, or hot products.

You then simply create content based on ways to improve this product, but you do it using this format:

"7 things xxxx SHOULD have but DOESN'T"

You can change the number 7 to any number you wish, but the key here is that this headline is an absolute winner.

Here are some globally successful examples:

http://www.pcworld.com/article/145118/18_features_windows_should_have_but_doesnt.html

There was also an article entitled "Things Your Parents Should Have Told You But Didn't" but at the time of writing, the website is down.

<http://www.dialaphone.co.uk/blog/?p=1347> (10 features your mobile phone should have but doesn't)

<http://blog.wired.com/geekdad/2008/08/10-geeky-movies.html>
(10 Geeky Movies That Should Have Been Great But Weren't)

Pretty clever hey?!?

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Summary

The manner in which you present your content is as important as the content itself. By using these angles, and creative hustles, you can appear like a creative genius. What's more, they can be used to generate hundreds of ideas in almost no time, therefore giving you more free time to work on the rest of your business.

Remember, a hustle is not effective once it gets into the public domain, so please keep these hustles to yourself and your team.

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Dean Hunt:

Dean Hunt is considered the authority on buzz marketing. He is a self-confessed "online attention seeker", and his bizarre branding of his blog DeanHunt.com with "Killer Bunnies" is now legendary. Dean is able to get people talking, and his track record shows that he can get the likes of Digg, Slashdot, AOL, national newspapers and thousands of blogs singing to his merry tune. His creative and innovative approach to business and web content is well ahead of his time, and at the age of only 26, his best years are yet to come. If you want to put some sizzle and spice into your business, then this hugely successful, global marketing star is the man to speak to. That said, he is fully booked for many years, and as a reluctant guru he purposely stays out of the public eye, but he is infamous for loosening up if you buy him a beer or three.



Barry Dunlop

They say that the truly successful people on this planet have no reason to shout about their success. This has never been more true than with Barry. He made his fortune at an early age, and has overcome numerous life-changing obstacles along the way. In one instance he literally built himself back up from bankruptcy to an 8-figure fortune.

Barry has a knack for spotting opportunity and talent, and it seems that success and money are attracted to him like bees to honey. He is now considered a leader in buying and selling businesses, both online and offline, and he is part of the global double-act of the Buzz Marketing duo with Dean Hunt. One of the wisest business brains in the industry, and an Irish charm to match, Barry is truly a business heavy weight who has shown no reason to shout about his success.

To discuss having Dean Hunt and Barry Dunlop as creative marketing consultants for your business, email: dean@buzzprofits.com or barry@buzzprofits.com

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