

CREATING SOCIAL MEDIA

AND BUZZ MARKETING

SUPERSTARS

By
Dean Hunt
and
Barry Dunlop




The Web Traffic
Orgasm

Creating Social Media and Buzz Marketing Superstars

with Dean Hunt & Barry Dunlop



Can our buzz and social media secrets be taught? Can anyone achieve global fame if we coach them?

We had never taught anyone how to master social media before, we simply JUST DID IT, time and time again we played the social media sites, the blogs, and the national media like little puppets dancing to our merry tune. We did it for our own personal profits, we did it for the profits of our clients, but it was always US who did it, it was always just the two of us who kept the secrets to social media and buzz marketing success.

We knew our techniques worked, of that there was no doubt, but could we teach those techniques? Could we turn someone from an average Internet user, to a media superstar?

These are the questions we needed answers to, so before we even considered releasing our services and secrets to the world, we wanted to test it on someone else.



Michael Dunlop – Age 19 – retireat21.com

We always like to challenge ourselves, so we found our subject, he was 19 years old, a college drop-out and highly dyslexic, and the scariest part of all... he is Barry's son... We were about to show him how to master social media and create global buzz for his website. We were about to discover if ANYONE could master our techniques with our guidance. We were VERY nervous.

What happened next is simply astonishing, from national media interviews in Brazil,

Romania & France, to being featured on Yahoo News, to Digg homepage success... TWICE!, to becoming an authority in his industry overnight, top Google rankings, and a huge boost in revenue and sales.

What's more, Dean didn't write a word of the content, he didn't even create the idea or concept, he simply coached him, and helped him think in terms of how to create global buzz.

This is the story of how our buzz and social media coaching changed one young lad's life forever, and how you can do exactly the same for your website...

What Changed?

Dean covered a few major areas with Michael, but the main two were “mindset” and “marketing & content strategy”. Initially Michael was not 100% certain, as what Dean teaches tends to go against what the majority of other people recommend. But then again, the majority of other people can only dream of Dean's lifestyle and success.

Michael soon got it, and within 24 hours he had used this new mindset and created his very own piece of buzz worthy content.

We must stress here... Dean did NOT write a single word of it, Dean did not create the idea, nor did he promote it... he simply showed Michael how to unlock the buzz and creative mindset, and how to use that to influence the media and social sites.

The Feature

So what was this great feature that Michael had created?

Was it a cleverly scripted viral video?

Was it endorsed by some expensive A-list celebrity?

Was it a 100 page guide written by an expert or industry leader?

No, No and No!!!

It was this: <http://www.retireat21.com/top-young-entrepreneurs/>

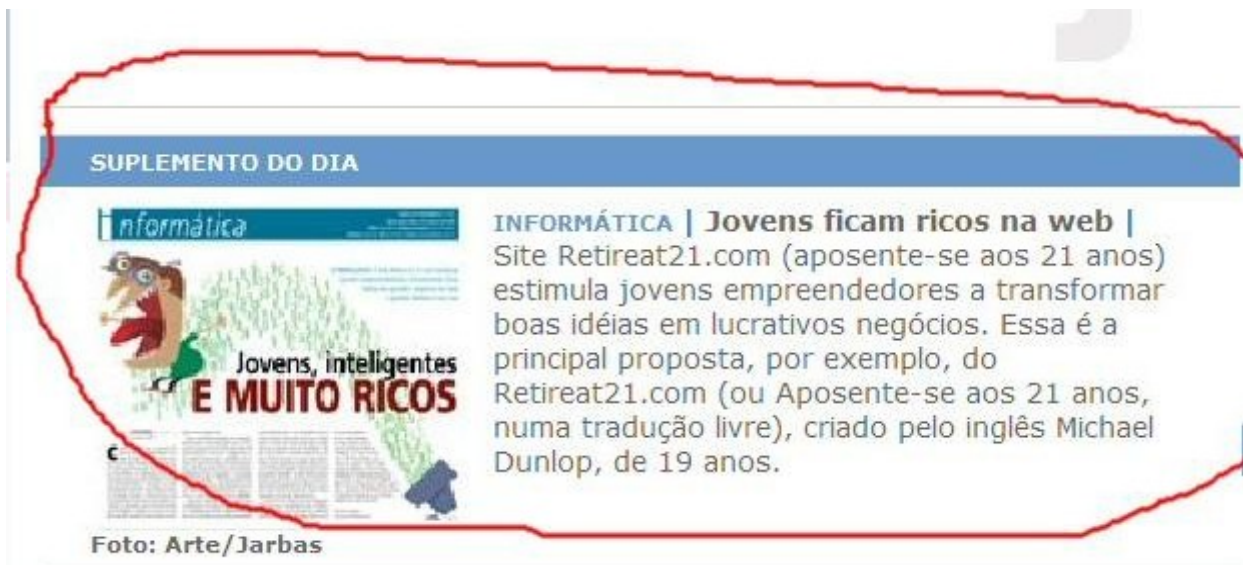
Simply a list of the 20 richest people under the age of 30.

Hardly rocket science is it?

Yet Michael had used some tips and tricks from Dean's coaching to create this feature, and he had a strategy from Dean to gain global links and traffic.

Here is what happened next....

Global Sensation



Above is a feature that a major Brazilian newspaper did on the story. The journalist actually contacted Michael and interviewed him to create this feature. We believe it was the main feature for the entire newspaper that day, and has since been moved into a paid members section. Now thousands of people from Brazil are actually **paying** to read this buzz content.

Can you believe this? Such a simple article, it took only a couple of hours to create, and is little more than a glorified list.

Are you thinking, why didn't I think of that?

74 diggs

Top 20 websites run by people under 30

retireat21.com — Ranked by annual turnover. Alexa rankings are listed on the right.

digg it

Submitted: 23 hr 4 min ago

Submitter: [numberneal](#)

Share: Share

Bury It: Bury

The story received 74 Digg votes... that is impressive, but there are a few things you need to know here:

- 1) The story was submitted before it was even finished

- 2) It was submitted in the wrong category
- 3) It was given a poor headline

Disaster right?

Wrong, we had some killer moves up our sleeve... check this out:

784
diggs

digg it

Top 20 Internet Millionaires Under 30

dulcenegosyante.com — Do you know that the internet is the greatest monetary equalizer? You don't have to be an old tech savvy, computer geek, SEO specialist, first-world-straight-As genius just to be rich online. As long as you have a reliable computer, internet connection and a brilliant idea; even young kids can retire young and rich!

Submitted: 2 days ago, made popular **1 day 4 hr ago**

Submitter:  [MikeonTV](#)

Share:  Share

Bury It:  Bury

The exact same story, but in the correct category, with a buzz headline, and a new url... 784 Diggs within 48 hours of submission.

The story went on to get tens of thousands of visitors, it got bucket loads of backlinks, and Michael's article was credited with a backlink on the above domain. So a lot of that traffic went to Michael.

Where most people would have seen failure, we transformed this into a viral success.

Reaching Your Dreams & Goals

When I first spoke to Michael he had a strange goal for his site. "I want to be featured on Popurls.com" he said to me.

Check this out:



digg.com

- Sweet flickr viewer for bikini babes -- or other photos. SFW
- 3 Companies Bar EGM From Coverage Following Poor Reviews
- Zero Punctuation: Silent Hill Origins
- The Pirates Dilemma
- Network Solutions steals domain ideas; Confirmed!
- 10 reasons why digg needs to not have banner ads
- 5 Current Genetic Experiments Likely to Destroy Humanity
- I never thought I'd see the day ...
- The Amazing Street Photography of Matt Stuart
- Entertainer: THE linux Media Center
- NYC Comedian Lives in Ikea Store
- Obama: No warrantless wiretaps if you elect me
- Top 20 Internet Millionaires Under 30**
- RC Wrangling
- Pixel: Photoshop for Linux!

MORE ▼

del.icio.us

- Free PDF to Word Converter
- webnode.com - create your website easily
- Bug Labs: Products
- 2008 Ultimate To-Do List : Men's Health.com
- Best Free File Hosting
- Featured Windows Download: Free PDF to Word Doc Converter Is Exactly That
- Papervision 3D video
- Simply Recipes: Black Bean Soup Recipe
- 10 Simple Steps To Social Media Success In 2008
- What Do Real Thugs Think of The Wire? - Freakonomics - Opinion - New York Times Blog
- Top 20 Internet Millionaires Under 30 | DulceNegosyante Helps You Make Money Online**
- Google processes over 20 petabytes of data per day
- best of craigslist : Star Wars Guide to the Candidates of 2008 USA Election
- French Press Falls For Major Facebook Prank
- O'Reilly Network -- Shoes Meets Merb: Driving a GUI App through Web Services in Ruby

MORE ▼

Dream achieved, on our first and only attempt.

Instant Authority

Most people think that authority takes years of hard work, money, and networking to achieve. Michael is now known as one of the leaders in the “young entrepreneurs” industry.

Have a look at this:

YAHOO! ACTUALITÉS [Identifiez-vous](#) Nouvel utilisateur ? [Inscrivez-vous](#) [Accueil Yahoo! Actualités](#) - [Aide](#)

Accueil Monde France Politique Economie People Insolite Sport **Technologies** Sciences Santé Culture

Dossiers Hardware Internet Jeux Vidéos Logiciels Telecoms Photos Top articles RSS

Recherche: Yahoo! Actualités

Devenez plus riche que riche grâce au Net



SUR YAHOO!

- ▶ Municipales 2008
- ▶ Nous contacter
- ▶ Prévisions météo
- ▶ Trafic auto
- ▶ Bourse en direct
- ▶ Présidentielle US

TOP ARTICLES - TECH

Envoyés par mail

- ▶ De passage dans une maison close, il y trouve... sa femme
- ▶ Une truie phosphorescente donne naissance à deux cochonnets lumineux
- ▶ Copenhague accueille en mai le marathon de la masturbation
- ▶ La commission Attali veut relancer l'immigration
- ▶ Un enfant se colle une main à son lit pour éviter la rentrée des classes
- ▶ [Voir la liste complète >>](#)

Par kryxx
PCINpact - Jeudi 10 janvier, 09h46

2008 commence et vous avez fait le vœu de devenir riche et célèbre avant 30 ans ? Pas de problème ! Le geek qui sommeille en vous n'aura pas besoin d'être enfermé pendant quinze semaines dans un château (peut-être dans un garage). La solution est ailleurs. Créez votre concept sur le net et devenez plus riche que riche !

Le magazine [retireat21.com](#) (retraité à 21 ans) est spécialisé dans *les jeunes entrepreneurs faisant de l'argent sur la toile*. Celui-ci s'est amusé à établir un classement des sites fondés et dirigés par des moins de 30 ans et ayant des chiffres d'affaires à faire pâlir d'envie certains dirigeants du CAC40.

Notez que le premier concerne une société lancée officiellement en 2007 et que le P2P, via le pilotage "un peu" sauvage de galion, fait plutôt recette (19e place).

Actualités relatives :

Le grand jeu-concours INpact Virtuel continue : 6 000 euros !

Des conseils pour bien acheter sur internet durant les soldes

(publicité)



FORTUNEO

BOURSE ET PLACEMENTS

MOINS CHERS

[Cliquez ici](#)

Rank	Créateur/Modérateur	Site	Age	Chiffre d'affaires (en Euros de \$)	
1	Mark Zuckerberg	Facebook	23	700	Bill Gates est toujours l'homme le plus riche des Etats-Unis
2	Andrew Gower	Runescape	28	650	Humanitaire : la Fondation Gates investit dans McDonalds ?
3	B. Ross and D.Hyatt	Mozilla	22	120	
4	Chad Hurley	Youtube	30	85	Bill Gates, second donneur de sperme préféré des chinoises
5	Angelo Sotira	Deviant ART	26	75	
6	John Vechev	PopCap Games	28	60	<input checked="" type="checkbox"/> Envoyer cette dépêche par mail
7	Alexander Levin	WordPress	23	57	
8	Alexander Levin	Image Shack	23	56	
9	Jake Nickell	Threadless	28	50	
10	Sean Belnick	Biz Chair	20	42	
11	Kevin Rose	Digg	30	31	
12	Robert Small	MiniClips	24	23	
13	Ryan Block	Engadget	25	20	
14	Aodhan Cullen	Stat Counter	24	18	
15	Tom Fulp	Newgrounds	29	15	
16	Kacker and Pauker	Voltage	24	12	
17	Markus Frind	Plenty Of Fish	29	10	

What better way to get authority than to get a live link and feature on the Yahoo France website?!?

And remember... this didn't cost us a single cent.

You simply cannot buy this sort of publicity!

Connectez-vous Design Prix du Net INpact Virtuel Forum

PC INpact MégaMagazine Informatique en ligne INpactitude

Navigation L'actualité informatique et multimédia L'actualité du jeu vidéo

Cherchez... Trouvez

Toute l'Actualité
Tests et dossiers
Astuces
Comparateur de prix
Communauté
Divers et à propos
Derniers articles

Jeu : 6 000 euros à gagner en bons d'achat grâce aux 2 ans de INpact Virtuel !

Devenez plus riche que riche grâce au Net
Tissez-vous un pactole sur la Toile

2008 commence et vous avez fait le vœu de devenir riche et célèbre avant 30 ans ? Pas de problème ! Le geek qui sommeille en vous n'aura pas besoin d'être enfermé pendant quinze semaines dans un château (peut-être dans un garage). La solution est ailleurs. Créez votre concept sur le net et devenez plus riche que riche !

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14	Aodhan Cullen	Stat Counter	24	18
15	Tom Fulp	Newgrounds	29	15
16	Kacker and Pauker	Voltage	24	12
17	Markus Frind	Plenty Of Fish	29	10
18	C & D Cook	My Year Book	17 & 19	10
19	Fredrik Neij	The Pirate Bay	28	10
20	David Levich	Iced Out Gear	25	10
21	Hauser & Taghaddos	GotvMail	24	8
22	Jemaine Griggs	Hear and Play	23	5
23	Jay Westerdal	Domain Tools	29	5
24	Ashley Qualls	What Ever Life	17	3
25	Mario Lavandeira	Perez Hilton	29	3
26	Ben Way	Rain Makers	27	2.2
27	Lauris Liberts	Frype	25	2

Vous êtes plutôt rouge ou blanc ?
Bordeaux, Languedoc Roussillon ou Provence ?

Prix du Net COMPARATEUR DE PRIX ET ASSISTANT D'ACHAT
L'ABUS D'ALCOOL EST DANGEREUX POUR LA SANTÉ, CONSOMMEZ AVEC MODÉRATION

Opération tee-shirt par jour
trou a gagné un tee-shirt PC Inpact Vous demain ?

Meilleurs Prix du Net

- Asus Extreme N8800 GT/G/HTDP 512 Mo A partir de 259,00 euros
- Sandisk MicroSD 2Go A partir de 15,99 euros
- Qtek / HTC Touch Cruise P3650 (Polaris) A partir de 549,00 euros
- Nintendo Console Wii A partir de 249,00 euros
- Nintendo DS Lite rose A partir de 142,96 euros
- Twintech GeForce 8800 GT - 512 Mo A partir de 229,90 euros

Cherchez... Trouvez Suite...

The above is a major French PC based website. Again, we get live links from authority websites, these will show us as an authority in the eyes of Google, and the readers.

France really loved the story, and it was featured in loads of blogs, forums and authority sites, but we weren't done with our world domination yet, next step on the viral train was Romania:

From: [Anca Arsene anca.arsene@businessmagazin.ro](mailto:anca.arsene@businessmagazin.ro)
To: Michael@webdesigndev.com
Sent: Wednesday, January 16, 2008 7:31 PM
Subject: A request from a magazine from Europe

Hello,

My name is [Anca Arsene](mailto:anca.arsene@businessmagazin.ro) and I am a journalist in Romania, an European country. I am employed by the largest media company in Romania and currently writing for two magazines – Business Magazin and Target. I am writing to you regarding the top of young entrepreneurs under 30 posted on [retreat21](http://retreat21.com), wondering if you could answer a couple of my questions: I am curious to know on what base did you choose those names in the top, if the annual turnover mentioned there is for the year 2007 and where did you get information regarding the turnover – did you calculate it (and if the answer is yes, then how?) or did you find it out from the entrepreneurs themselves.

If you could give me an answer, it would very much help me in the article I am currently writing and in which you are also mentioned.

Thank you very much.

Hope to hear from you soon.

[Anca Arsene](mailto:anca.arsene@businessmagazin.ro)

Business Magazin & Target

SC PubliMedia International SA

Tel: +40318.256.218

Fax: +40318.256.285

Mobil: +40723.200.528

Email: anca.arsene@businessmagazin.ro

anca.arsene@targetonline.ro

anca.arsene@zf.ro

This is a Romanian Journalist from the “largest media company in Romania” who writes for the global brands of “Business Magazine” and “Target”. These mega sites want to do an article on Michael and his site.

Google Rankings Boost

He now ranks No 5 for <http://www.google.com/search?sourceid=navclient&aq=t&ie=UTF-8&rls=GGLG,GGLG:2005-51,GGLG:en&q=top+young+entrepreneurs>

The DIGG STORY ranks for

<http://www.google.com/search?sourceid=navclient&aq=t&ie=UTF-8&rls=GGLG,GGLG:2005-51,GGLG:en&q=top+internet+millionaires>

Also, the power of these links has spread through his site already, and now his Google traffic is up over 50% on average.

There has never been a more powerful SEO technique than buzz marketing!

How else can you get thousands of ONE-WAY links from powerful websites... for FREE?

The After Value of Perceived Authority

You cannot buy this publicity, no budget will cover it, and Michael has killer testimonials, great credibility, huge perceived authority, and a bucket load of hugely valuable backlinks from authority websites that money cannot buy.

Here are some questions you should ask yourself

*What sort of effect would this campaign have on your website?

***What impact would it have if you and your business was plastered all over industry sites and magazines?**

*Can you imagine how much easier your link building and trading would be after such an experience?

***Can you see how almost any other site or blog in your industry would want to hear your story and interview you, speak with you, joint venture with you?**

*How much easier would it be to sell your services and products would it be if you were perceived by your customers as THE authority in your industry?

***What if you could emulate the above in your industry not just once, but over and over and over again?**

*Could you see how these sorts of skills and results have propelled Dean from just another guy on the Internet, to THE authority in Buzz Marketing, Digg Marketing and Social Media Marketing?

With the right mindset, and some tips, tricks and secrets from our box of buzz marketing tricks, you could achieve all this and a lot more.

What do you need to do to be part of this?

Simply email us at: deanhunt08@gmail.com

Note: We had to persuade Michael to allow us to feature his success - naturally when people achieve success online, they do want to keep some of those "secrets of success" to themselves - So Thank you Michael for your generosity in allowing us to tell your story.