

# Myspace Marketing Tactics

## An Interview With Matthew Sherbone

Interviewed Gobala Krishnan

[www.EasyWordpress.com](http://www.EasyWordpress.com)



**[Click Here For “MySpace Cash Machine” by Matthew Sherbone](#)**

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## What's So Great About MySpace?

Can **MySpace** really be used as a source of traffic to your existing websites, or as the main site to promote your business to thousands of eager buyers?

I found out from MySpace Marketing expert and author of “**MySpace Cash Machine**” **Matthew Sherbone** that it's not only possible; it's also a duplicable and low-cost marketing system.

MySpace.com is currently the 4th most popular website on the Internet, right after giants like Yahoo, MSN and Google. They have over 100,000,000 registered users - yes that's **ONE HUNDRED MILLION**.

Common marketing wisdom tells us that anywhere there are that much people, there's an incredible amount of money to be made. But how do you make all that money?

After reading all kind of crappy information on the Internet about marketing on MySpace, I finally landed a great catch. I found Matthew Sherbone, the guy everyone goes to for tips and tricks on selling and promoting on MySpace.

I trapped him in a corner and forced him to tell me everything about marketing on Myspace, for free. In the end, although there was indefinitely too much information to cover, we did get a 27-minute call packed with all the good stuff...

In the call you'll discover why Matthew choose to market his business on MySpace, and exactly how he goes about doing it. We cover quite a lot of great stuff that you can take away for free.

## Full Interview

Here's the full interview with Myspace marketing expert Matthew Sherbone. Please note that this is a transcription from an [audio interview](#), so the language may be a bit more casual.

**GK:** Gobala Krishnan

**MS:** Matthew Sherbone

**GK:** Hi everyone, this is Gobala Krishnan from [EasyWordpress.com](#). For today's podcast, we have on the line with us Mr. Matthew Sherbone, author of **Myspace Cash Machine**. Matt is going to share with us several key secrets of marketing your business on MySpace.com.

If you have no idea what MySpace is, all the more reason why you should listen to this podcast right until the end to get some really cool tips that Matt will share with us. Matt, could you say hi?

**MS:** Hi Gobala, thanks for having me tonight, and hello to everybody. Glad to be here.

**GK:** Now Matt, firstly I'd like to know something about you. Who is Matthew Sherbone? What is your background and how did you get started in Internet marketing and how did you discover the potential of Myspace?

**MS:** Well Gobala it's been a long time coming. I really got started with my first website back in 1998, which was for a dieting business in San Diego. But not all my efforts went into that. I was getting a few customers a month and I didn't really see much income or growth.

After a few years I sold the company and lived in Hawaii for about a year. I got into commercial diving out there and totally forgot about Internet marketing and doing anything with websites.

I moved back to California back in 2004 and started an AdSense website and it was doing about five dollars a week, after really pushing it and promoting it. I just couldn't figure out how to get it to work. It seemed like it was taking a lot of effort and a lot of trouble so I just forgot about that and let it continue making five dollars.

I was working with underground video surveillance, working in the sewers of all places. And finally one day I hurt my hand at work and they fired me.

That was when I said "This is it, I need something better, and I'm going to put all my efforts into Internet marketing. In early 2005, I spent six months in front of the computer day and night until I really started making some good money.

It took a long time but finally I got my own book out (that I'd been writing for about a year and a half) and found a good way to get free marketing from Myspace. That's when it really took off for me and opened my eyes that there was an alternative to paying and advertising with Google Adwords. That's how I got into Myspace, really through a friend of mine that was in the music scene.

Although MySpace was primarily music-driven it has since moved away from that into the mainstream.

**GK:** For the benefit of the listeners who don't really understand MySpace, I'm going to give an introduction about it. I don't really know about Myspace so maybe later you can give a little bit more information on what Myspace really is.

I was first exposed to Myspace via my band, which plays pop-rock music. Myspace eventually became an avenue for us to promote our music. Initially when I created a Myspace account for my band, I didn't see it as anything special. In fact, I thought it was just another Friendster.com or tons of other social community sites like LinkedIn, Ryze.

Frankly at that point of time I was sick and tired of joining new community sites. In fact every week I would get an invitation from a friend to join some kind of new social networking site, and when I came across Myspace I initially deleted all the emails because I was sick and tired of joining these sites. So, I completely missed this concept of being able to market your business on Myspace.

So now maybe Matt can share something about the functions available in Myspace. I'm sure they have some sort of blogging service there as well?

**MS:** Sure, no problem. But let me start at the beginning. Myspace is basically an online "Social Networking" website. It's actually a meeting place to bring people together through friend networks. It gives members the opportunity to create customized profiles which you can use to add friends and communicate.

What turned me on to Myspace not only because I had a friend that was actively involved with it, but also because it was the biggest. About a year ago when I got involved it has about 36 million people involved and now at this time in October 2006 it has just over 100 million people, with 33 billion page views every month.

With that kind of exposure and the possibility of creating a customized profile in Myspace with your own HTML, and adding a HTML link to your own product or website (whatever it may be) was just amazing to me and I knew that there was an opportunity there. That's when I really sunk into it as far as I could go and really got down to research it and determined the best way to market there.

**GK:** So lets get into the tips that I want to try and steal from Matthew Sherbone so that if you're listening in to this podcast you can at least take away this information and figure out how a lot of people market their own businesses on Myspace. So Matt, could you give us just **three secrets** of marketing on Myspace.com?

**MS:** Well the first thing I'd like to say is that you really want to **fill out your profile** if you're talking directly to the viewer. I found that to be the most effective way to come across as enthusiastic and passionate about whatever topic you want to market. You want to target a loyal group and that (a good profile) really helps you get your point across.

A lot of people throw all sorts of interests together and have a lot of links to their websites. You should really focus your profile on one niche or interest and dominate it. You want to use **keywords in your profile** that can get picked up by the search engines. It's really helpful to focus in on just a handful of keywords that you think will be the most effective.

You'll also want to use **pictures, stories and information** so your viewer can perceive you as an expert. Another thing I like to do is **join a few of the biggest groups** related to your topic or profile. That will give you some exposure to people who have a lot like-minded profiles and start to grow a

friend's list in a related topic that you're trying to pursue. Targeting a loyal audience usually helps drive people that are most interested in buying what you have. It really helps to have a website oriented towards the topic of your profile.

Selecting the right picture is very helpful when marketing on MySpace. Pictures are usually the first things that people see. So have a really good **picture that stands out**. You can make it taller than the usual pictures by using online image editing software like **Gimp** ([www.gimp.com](http://www.gimp.com))

You also want to use an effective headline. People on Myspace have a real short attention span so you really want something that catches their attention. Have some pictures and videos sprinkled in the profile.

Another thing I like to do is to have my profile as readable as possible by **using a lot of white space**. I've noticed many people get these crazy profiles and they add all kinds of crazy CSS style sheets and go wild. But if you're marketing on Myspace what you really want to focus on is making it legible so people can read it and see what you have to say. You want to make them go to your offer.

I also like to **change the Myspace URL to target specific keywords**, which is very helpful to get you good search engine rankings. I also **add an opt-in list** to my profile. You'll need to offer something of value to people so you can capture their email address. Once they've signed up you want to make sure you deliver what you promised, and also send them an email once or twice a week to give them more information. Not sales junk, but something of real value.

While you're doing that you want to softly promote the offer in your emails. The real emphasis should be on forming a relationship.

**GK:** Let me just clarify something. On Myspace, all you have is a single page for your profile, and a blog. But, are you allowed to use your affiliate link on your profile page? Is that fine with Myspace?

For example an affiliate link to Commission Junction or Clickbank. Can you do this directly from your profile?

**MS:** You can do that; it's a "grey area". According to the terms of service they frown upon those sort of things but on Myspace there's a lot of things that aren't really enforced. They allow you a lot of leeway to link outside of Myspace and the great thing is that they sort of turn a blind eye to that sort of practice.

It's done all over the place and it doesn't look like that it's going to change any time soon.

**GK:** After reading your book at MyspaceMarketingTactics.com it really opened my mind to the whole Myspace thing that I was totally oblivious to. There's so much to learn in Internet marketing and I completely missed out on this

Myspace thing.

But after reading your book I came across a couple of companies that offering services for Myspace marketing. The services that they offer are basically:

- 1) They create a profile for you and add a few thousand friends for you. You can buy these profiles ready-made right off these companies and then customize your URL.
- 2) Some of these companies would actually take your existing profile and add friends for you. They probably search for these friends through the market, interest or keyword that you specify.

They help you build a profile without you really going out and adding friends by yourself, which I figure would take a really long time to add... lets say 2,000 friends.

What do you thing about these services? Is it worth a shot to hire someone to build up a profile first before you actively market your business on Myspace.com?

**MS:** Well it really depends on how much money you want to spend. The great thing about Myspace is that you can do it all for free if you want. I strongly suggest that anyone who is actively involved in Internet marketing and doesn't have the time to waste, to seek out those services.

I think the going rate for a **1,000-friend profile is about \$10 - \$15**, which is really cheap. With a thousand friends you can get a lot of people to your website if you continue to send out bulletins or comments on their profiles.

It's really up to the person or the individual. There are a lot of "friend-adder" programs out there where you can easily add a thousand friends in a short time. In my book I recommend **adding about 300 a friends** a day if possible, but don't go over that because **Myspace will delete your account** if you go over that amount.

**GK:** Thanks for the great info. My next question is "What are the three biggest mistakes a newbie would probably make when trying to market on Myspace?"

**MS:** The biggest mistake most people make when they get involved is **trying to market from their primary profile**. You can have your profile deleted if you got overboard with your marketing. I've seen many people that really decide to do Myspace marketing and they go all for it, use a friend-adder program that automatically sends out hundreds of bulletins a day.

That can get you in really big trouble and you can have your account deleted. Not to mention, you want your primary profile to target just your friends and acquaintances. You don't really want to use it for the purpose of marketing a product or offer.

It's better to use another profile that's surrounded by all your keywords and content that's geared towards the topic that you're trying to market. You really want to keep that separate from your primary profile.

Also, you need to be careful about what you market. Myspace is for the most part a younger crowd so you want to be careful of anything obscene. Any kind of money-making scheme or something that could be deemed illegal by Myspace would probably put some scrutiny on your profile and get you deleted, so you want to stay away from that.

Also, you probably should **grow several profiles at the same time**. I like to do two – that way if anything were to happen you don't have all your eggs in one basket. If you were to go about sending out too many bulletins or friend requests in a certain day, and lose your profile, you wouldn't be completely out of commission.

Another thing I recommend people do is be careful when you're using a friend-adder program. As I mentioned if you go over 300 friends a day you can get your account deleted.

**GK:** Thanks a lot Matt. I've had a look at your e-book and all I can say is that it's an excellent guide to marketing on Myspace. Do you also offer services, consultation or one-on-one coaching for marketing on Myspace?

**MS:** You know it's funny that you said that. Just in the last week I've been getting tons of emails from people wanting me to personally market them including requests from semi-famous people. I haven't even considered it but maybe sometime in the future. Right now I'm really bust making money off Myspace and growing my own websites.

I've been trying to get as many up and use Commission Junction and affiliate programs to really boost my revenue streams.

**GK:** If you don't mind, could you share a couple of point from your e-book, such as what really drove you to create this guide, and what benefit can the reader get from it especially if they are a newbie?

**MS:** Well, coming from a position where I didn't really have a whole lot of money is what really gave me the idea of marketing on Myspace. Just the fact that you have potentially a hundred million prospective customers and how you can build it up completely free of charge is really what drove me to it.

One day I was doing a Google search and it was something totally unrelated to Myspace. I saw several of the top listings were from Myspace profiles. That really got me thinking "Wow.. if they're at the top of Google listings for pretty popular keywords, then it must be a good, viable opportunity"

So I started really delving into that and started adding friends with some pretty high PageRank by doing an advanced Google search for Myspace profiles. It's amazing to see that these profiles are starting to show up higher than normal content websites.

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Something that powerful was really irresistible for me!

**GK:** Thanks Matt. Now before we end this interview, is there any final advice or anything you'd like to say to our listeners?

**MS:** Well, one thing that I'd really like to say is that you really need to **start your own Myspace Group**. If you're serious about Myspace marketing, the Myspace Groups will certainly give you more control over your marketing campaigns. The groups will drive a lot of traffic to your profile and you'll be amazed how popular these groups get.

So basically you'd want to build up your profile and start a Myspace Group. Try to get everyone going with comments and once they do that it kind of takes off on it's own. It really has that viral effect.

If you really have a good offer and headline in your profile you'll be amazed by how many people end up going to your website. You just need to make that offer compelling enough.

You want to come right off and make it clear what is it that you want them to do by making the link pretty obvious, but you don't want to be "salesy" at all because the people in Myspace really turn away from that. So just give them as much information as possible, befriend them and you'll be really shocked at how easy it is to do really well in Myspace.

**GK:** Wow.. Thank you Matt. Thank you so much for all you've shared, and your excellent e-book. I can tell from my experience that right from the start of your e-book, I was going like "Man... I didn't know all this". And I've read a LOT of them.

So I strongly recommend that you get his e-book "Myspace Cash Machine". I think Matt's giving out five free chapters. Am I right Matt?

**MS:** Well I am giving out 5 chapters now for free although I can't guarantee how long it will last. I've been getting a lot of replies about how crazy I am to be doing this.

**GK:** Thanks again to Matthew Sherbone for sharing your ideas and tactics on Myspace marketing. I'll be using this on my blog as EasyWordpress.com.

**MS:** Thanks a lot Gobala...

**---END OF INTERVIEW ---**

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