

## [Product Review: The Snowball Factor E-book](#)

[Author: Greg Hughes](#)

[Review by: Steve Fowler](#)

A new E-book that I have recently stumbled across and taken the time out to read was "The Snowball Factor" by Greg Hughes. Can I tell you from the outset I thought this paper would be great for the newbie Internet Marketer and very informative for anyone who is looking to venture into the world of IM.

To put it simply, everything you do from the start of you IM journey is geared towards creating "The Snowball Factor" which is what most of the successful Internet Marketing Guru's have done – in their own way. There are many parts and factors that go into creating an IM Snowball and Greg explains them in relatively simple terms that the newcomer to IM can understand.

The E-book starts by Greg explaining his experience in the Industry – which is vast and diverse then moves to reinforce that success in IM as with anything you do IS NOT EASY and it takes hard work. He then covers the Get Rich Quick Myth and validates why he knows all of this is true and he begins to unravel the Secrets of the Snowball.

In The First Step towards experiencing "The Snowball Factor" he takes you through the Internet Marketing Rules according to Greg – which in my opinion are valid and a very good guideline. These rules he calls the Internet Marketing Axiom #1 to #4.

Next is Step 2 in the Snowball and basically Greg explains, that you need to know who your target market is or your perfect client and where are they? What they do and how they will be able to find you. This is very import because you don't want to be targeting people who like fishing and attempt to market to them a DVD on building a house, and attempt to find them in a forum for BMW car lovers...you know what I mean.

The paper then leads into "How to Build Trust – with your list", and what you should and should not do. Some of this is self explanatory but needs to be mentioned and Greg explains it in a way that you can understand. It also acts as a good reminder. Basically it's about building relationships and treating the names on your list as friends and building trust between yourself and your list.

Another topic that is covered and if you don't have it your dead in the water is....

Traffic, Traffic, Traffic – how to generate traffic to your website, sales and Opt-in in pages, this is very important and there are a countless ways on how to achieve this, closely followed and associated is the next topic – Squeeze Pages or Squeeze Mania as it's tilted. Marketing tactics used and how to drive Traffic to your Squeeze pages and the technics and programs used to respond to your list, and those who use your squeeze pages. These are called Auto Responders and Greg covers the need to use Auto Responders, encompassing the 2 main types of Auto Responders – single trigger & sequential.

<http://www.enigmaofthewebrevealed.com>

From here the e-book moves into the value of teamwork and having your own Affiliates which you will use to market you OWN products. Greg explains the 3 Tiers of products, Level 1 he refers to give away or free products, on level 2 products he refers to midrange information products and Level 3 are the High end products. These are a very important area of the Snowball Factor as its how you really start to create your OWN snowball and turn it into something big.

So do yourself a favour and obtain a copy of this new e-book by Greg Hughes, "The Snowball Factor" and why not its for FREE, it will be invaluable if not a very good refresher course on the rules and guidelines of Internet Marketing. I certainly have picked up many techniques and I guess Greg "cuts to the chase" about what IM really is about and how you start on your journey of Internet Marketing, through to how you can build upon success and create what he calls the SNOWBALL FACTOR.

All the best and thanks for taking the time to read my review.

Steve Fowler

<http://www.enigmaofthewebrevealed.com>  
<http://www.enigmaofthewebrevealed.com/blog>