



“MUST-READ HOT SHEET”

[For information on activating your copy of Badder Adder, click here.](#)

These tips and tricks will get you started with Badder Adder MySpace marketing and help you avoid some common mistakes.

→ Don't mass-message from accounts you want to keep!

Mass messaging is a fine and dandy way to get the word out about you, your music or your product – but users who receive your message can click a “Flag as Spam” button when they read your note. Once a few people do so (and they will, no matter how nice you think your message is), your account could be frozen from sending additional messages or, worse yet, deleted! For this reason, we only recommend sending mass messages from an account you don't mind losing (i.e. “dummy” accounts).

→ Limit Friend Requests to 300(ish) on new accounts!

If you're working with a new MySpace profile, we advise you limit your friend requests to around 300/day for your first month. This will prevent your profile from growing too quickly.

→ Avoid URL Spamming!

If MySpace sees a bunch of comments or bulletins with your URL in it, they will sometimes block that URL from appearing anywhere on MySpace. Then you won't be able to tell MySpace friends about your homepage. We recommend that rather than send your URL in comments & bulletins, you direct people to your MySpace profile page where you then put your link to your homepage. Or, you can use a redirect service – you can Google that term for more info if you're interested.

→ Best results always come from targeting your audience!

You will **always** achieve the best results when making sure your audience is targeted. That means, rather than adding random friends, find people (via “Browse,” “Groups” or other people's Friend's List) that would actually be interested in what you have to tell them about. They'll be more receptive to what you have to say, and you'll reap greater rewards.

Most importantly, remember that MySpace is a social community. While it is an EXCELLENT opportunity for marketing, you do have to respect both the site and its users. Abusing MySpace will only get your account deleted, and we don't want that, right?