

How To Get 10% Conversion Rates Selling Products You Didn't Even Create

Congratulations! You now own THE report that will teach you how to attract free visitors to an affiliate link that leads them to a product they already wanted to buy without spending any money on advertising!

But here's the best part: you also have MASTER RESALE RIGHTS! Feel free to sell it for huge profits and keep all the money for yourself.

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Introduction

Most affiliate marketers are failing this very minute. Gurus will sell ebooks that are full of almost useless fluff, using sales pages that are borderline false advertisements. They lead you to believe that you'll be making thousands of dollars by this time next week, and it occurs so rarely, I'd call it a miracle if I ever seen it happen.

However, I'm not trying to say that the techniques they sell don't work. While many common affiliate marketing techniques do work, they're either too complicated, boring, expensive, difficult or time-consuming for the majority of people to follow.

I have been using a simple technique for months that even an average stay-at home mom like me has time for. It's easy and very few other people are doing it.

Even if the whole Warrior Forum started using this technique I wouldn't be worried about competition, because there are tons of niches and products that I can easily target and profit from. This isn't a technique that only works for internet marketing products or Clickbank ebooks. It will work in every niche as long as you can find a decent product to promote (which there are millions of).

Okay, here's what you need to know to start getting 10% conversion rates.

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Selecting Products That Will Make You Money

Choosing the right product has a lot to do with how successful you'll be as an affiliate marketer. Some of the most common mistakes I see people making in regards to product selection is choosing a garbage product, one with a bad sales page, or one that hardly anyone will be interested in.

You're going to search for a good quality product that has had some effective method of promotion. You want a product that at least some people are aware of, not just a good product that the owner has never bothered to actively promote.

So, look for products that you know are getting some traffic, and buy it to gauge the quality of it. If the product is crap and you know it, ask for a refund and don't bother to promote it. You'll just get hit up with charge backs when all your customers start asking for refunds.

If you really don't want to buy new products to test out their quality, promote something (an ebook, health drink, home gym, TV set) that you already own and can become an affiliate for. You should know the pros and cons like the back of your hand, and you'll be able to start earning without spending a dime. Just make sure that the product you're promoting is a fairly popular one that has a unique selling point compared to other products in it's category.

If you see Adwords ads for that product, you know that someone's probably making money from that product and it's getting traffic. If you signed up for a mailing list on a website that gets a lot of traffic and the webmaster sent you a promotional email, you know that many people are aware of it. If you've seen it being discussed on forums or discussion boards and the reviews are mostly favorable, you know you've got a winner.

The more popular the product is, the more searches you'll get. However, I'm sure you're aware by now that choosing a very highly promoted product means competing with a lot of other people.

Remember that just because we're internet marketers doesn't mean that we can't promote physical items. Reviewing digital products all the time can get boring. Physical items that small niches go crazy for can make you a ton of money and are more fun to review (example: hair growth minimizers or radionics machines).

However, keep in mind that physical products take longer to review, because you'll need to wait for it to be shipped to you, and it's not as quick as just reading through an ebook. I suggest you save the physical product reviews for when you

have a steady flow of income set and want to expand on the type of products you sell.

Also remember that physical products usually give you smaller commission percentages than digital products. That's why it's preferable to promote high ticket items.

You only want to promote products (both physical and digital) that make you over \$15 a sale. Don't waste your time promoting something pays too little. Most of the products we're promoting will be targeting small to medium sized niches, so you won't get a ton of sales everyday. You might as well make the sales that you do get worth your while.

There is however, one exception to this rule. That exception is the ever popular \$7 reports. The reason for this is because the cash is paid immediately into your Paypal account. Time is money, and \$7 reports can fill your Paypal account with cash pretty quickly because lots of people buy it on impulse.

So, where do you find these products?

Good affiliate products can be found all over the internet. Start off with the most common places affiliates look:

- [Clickbank](#)
- [Commission Junction](#)
- [ShareASale](#)
- [PayDotCom](#)
- [ClixGalore](#)
- [7DollarOffers](#)
- Etc

You can find tons of products here, many of which have enough exposure to feed off of and profit from.

If you have a specific product in mind but don't know how to become an affiliate, search the internet for an affiliate program by typing in one of the following phrases:

- __ (product name) __ affiliate
- __ (product name) __ affiliates
- __ (product name) __ associate
- __ (product name) __ associates
- __ (product name) __ refer

If an affiliate program does exist for that product, the search terms above should bring up some websites that will let you apply.

Now that you have a product in mind, you'll need to review it.

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Writing The Perfect Review To Convert Visitors Into Paying Buyers

Tons of affiliate marketers understand the importance of providing a product review. It's a great way of turning that hesitant researcher into a hungry buyer.

The first thing you want to do after finding the right product, is make a list that you'll use for your review. List the pros and things you were really impressed with. Then list the things you didn't like and sections that left room for improvement.

Use that information to fill out these two review outlines:

THE BASIC REVIEW

MY SURPRISING EXPERIENCE WITH (PRODUCT NAME)

1. I found out about _(product name)_ by _____. The salespage was full of hype and I admit I got suckered into buying it... like a fool.
2. I was expecting this ebook to cure my migraines forever. I eagerly read through the report and was disappointed that it was only 15 pages long. How could my migraines (which I've had for 20 years, by the way) be cured by this 1 technique that only took 10 minutes a day?
3. Even though I was skeptical, I figured it couldn't hurt to try the technique. After all, I had a splitting headache so it was the perfect time to test this method out.
4. I tried it out while laying on my bed. After a few minutes of feeling stupid, I was surprised to learn that my headache was almost gone.
5. There was still a little throbbing behind my eyes, but it was hardly even noticeable at all. Ten minutes later I was feeling calm and rested, all from this simple technique.
6. I'm sure this guide isn't for everyone, though. If you're not

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into the idea of natural remedies then you probably won't like this ebook, so don't waste your money on it.

7. If you are ready to get rid of your migraines once and for all, get this report/product now!

The headline should be compelling. One of the best ways to do this is to state that you were surprised or shocked about your personal experience with X product.

Point one: Let them know who you are, how you found the product in question, and let them know that you've bought it. Make your customer feel a little suspicious of the product by hinting at something like "it was over-hyped" or "it wasn't at all what I expected."

Point two: State the great things you expected from the product, and how your dreams were interrupted by a fault in the product.

Point three: Even though you thought there was no chance of it working, you decided it wouldn't hurt to try.

Point four: You tried the product and were shocked at it's (positive) effect.

Point five: Throw them off guard by NOT giving a glowing review. If some symptoms were still there, let them know. If it's only a short term strategy for their problem, let them know.

Point six: State that the product isn't perfect and it isn't for everyone. Tell them who won't gain anything from this and who shouldn't bother buying it.

Point seven: State the best benefit of the product (what it will do for the customer) and direct them to buy from your link. Optional: offer a bonus product for buying through your affiliate link.

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THE SCAM/BAD REVIEW TURNED GOOD OUTLINE:

WHY (PRODUCT NAME) SHOULD BE TAKEN OFF THE MARKET

1. Let's get real. No report can guarantee that you'll make \$2000 a month. That's what I found ridiculous about this ebook – that the author claims anyone can do it as long as they try.

The truth is that the author isn't considering people who might already have demanding jobs and simply don't have the time to work on their business.

2. I've used the techniques in this report, and I know that these techniques take at least 3 hours of dedicated work each day to be effective.
3. What about the people who simply don't have 3 hours a day to spare? They won't gain anything out of this!
4. Luckily for me, I do have the time to dedicate to growing a business online. It's not easy, because I'm a stay at home mom, but I always manage to find the time to get my work done.
5. I woke up at 6:00 a.m. every morning while my children were still sleeping, and got a few hours of work done each morning. I used _name's_ system and it worked with my dedication
6. I made roughly \$500 every week and saved it up until I had the money to hire a freelancer who would take over 50% of the workload for me.
7. Now that I've outsourced some of the work, I'm making double the amount of money in the same amount of time!
8. While I would recommend this system to most people who need some extra cash, I know it's definitely not for everyone. If you're one of those people who can't manage to squeeze an extra 3 hours out of your day for work, you'll gain nothing from this report.
9. If you do think you can find the time, you're almost

guaranteed to pocket an extra \$2000 a month with this report. But it [here](#) before _name_ comes to his senses and decides to take it off the market.

In the headline, imply that the product in question is a scam. Say something that would lead people to believe that you're angry, depressed, disappointed that this product is available for sale.

Point one: State that you don't believe a certain phrase found in the author's copy or the product's description. State your reasoning for not believing that claim.

Point two: Let people know that you've bought and used the product, and you know that the claim from point one is false because not everyone will see the same results.

Point three: This point should focus on who will NOT benefit from the product and how they won't be able to use it.

Point four: Bring up the fact that you're lucky because you *could* use the product. Even though it might have been a struggle for you, you managed to find a way to successfully use this product.

Point five: Give details about how you worked around the obstacle, and how the product worked for you.

Point six: State what results you got initially and how you saw room for improvement.

Point seven: You improved on the method or got better at it, then saw even better results.

Point eight: State that it's a good product for most people and you recommend it, but only to those who will get something out of it.

Point nine: Ask those customers who will benefit to act now if they want to see results similar to yours.

Yes, you'll need to do 2 reviews (one basic review, one "looks like a scam" review) for each product you're targeting. Don't let that turn you off though, because with a little practice you can write these up in no time. Each time you write a review you'll be doing simple work that you can profit from forever.

I have used these basic review outlines over 50 times and have never been disappointed with the results. It's simple, easy to follow and can work with just about any product you want to sell.

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Where To Place Your Reviews

Placing your reviews on a free, heavily used site (like [blogger](#)) that makes you practically anonymous has many advantages:

1. Your sites will never get banned for advertising/promoting in places that don't want you to.
2. You can put your product name in the title/URL, which helps with SEO rankings.
3. Your affiliate accounts won't get shut down for advertising/promoting in places that don't want you to.
4. It's super easy to set up – no FTPing, coding or anything.
5. It's 100% free! You don't even need to buy a domain name!

Now that you're familiar with it's many advantages, sign up for a blog with [blogger](#). Setting up a blog here is a simple and straightforward process that should take just a few minutes.

When setting up your first blog, enter **Product Name** as a the blog's title and also enter the product name (without spaces) in the URL ([productname.blogspot.com](#)).

This will help your search engine rankings.

That first blog you set up is for your regular product review. If the URL you want is already taken, change the URL to [productnamereview.blogspot.com](#) instead. Remember, we're doing 2 reviews, so you'll need 2 blogs for each product you promote. Set up your 2nd blog and use **Product Name Scam** as your title and URL.

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EDIT YOUR BLOGGER TEMPLATE FOR A PROFESSIONAL LOOK

Log into your blogger account and click on template. You should be presented with a very simple layout showing where each element on your page goes. Keep only what's necessary, removing most elements from the side bars.

So click on *edit* for "blog archive" and "about me" elements, then *remove page element*.

Your one and only post on each blog will be the review you've written.

Remember, your basic/regular review is going on the blog at productname.blogspot.com. Your "looks like a scam" review will be at productnamescam.blogspot.com.

When inserting your review as a post, click on post options and be sure to disallow reader's comments.

Now that your review blogs are set up, let's bring some traffic to them!

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Using Magic Words To Attract Buyers

The key to luring buyers to click on your affiliate link is to target certain phrases that almost guarantee a sale. Many people do keyword research for long tail keywords and use them on their website or write articles to submit to other websites.

This involves using a keyword tool to search for highly searched keyword terms, then looking up those terms in the search engines to estimate the amount of competitors you have for that phrase. You then have to write an article optimized for each of these keywords, then either upload it to your site or submit it to another website. After that you wait, and hope that people will click on your link, like what they see, and finally make a purchase.

While this is a good idea, it can be very time consuming – especially if you're a beginner who's just starting out. It takes even longer to see monetary rewards

for your hard work, which can be off putting to many entrepreneurs.

These long tail keywords are also highly likely to be searched for by people who are just looking for free information, not hungry buyers.

That's why we're going to target even better keyword phrases. Here are the phrases to target that will make you money and give you conversion rates of about 10%:

GROUP 1: Use these keyword phrases to promote the basic review.

- ____ (product name) ____ review
- ____ (product name) ____ honest review
- ____ (productname) ____ review *
- ____ (productname) ____ honest review *

GROUP 2: Use these keyword phrases to promote the scam review.

- ____ (product name) ____ bad review
- ____ (product name) ____ sucks
- ____ (product name) ____ scam
- ____ (productname) ____ bad review *
- ____ (productname) ____ sucks *
- ____ (productname) ____ bad scam *

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GROUP 3: Use these keyword phrases with a link cloaker or redirect through your affiliate link. If that's not an option, use these phrases to promote the basic review.

- buy ____ (product name) ____
- purchase ____ (product name) ____
- buy ____ (productname) ____ *
- purchase ____ (productname) ____ *

GROUP 4: These keywords phrases only apply if you have a coupon code that affiliates can use. Use a link cloaker or redirect through your affiliate link. *Note: These phrases produce much higher conversion rates than 10% - so use them if you can!*

- ____ (product name) ____ discount
- ____ (product name) ____ coupon code / coupon / promotional code, etc •
- ____ (product name) ____ sale
- ____ (productname) ____ discount *
- ____ (productname) ____ coupon code / promotional code, etc * •
- ____ (productname) ____ sale *

(* indicates the product name without any spaced. People search like this more often than you think! Skipping spaces in groups 1 & 2 is optional, but because of the nature of groups 3 & 4, I don't recommend skipping those.)

Notice I said we're using these phrases to promote either the basic review or the scam review. That's because each group of phrases will be searched for by certain types of people.

People who search for phrases from GROUP 1 know of the product in question, aren't quite sure if it's right for them, and just want to learn more about it. That's why we try to get them to read our BASIC REVIEW – because it's not too harsh, not too hyped. It gives GROUP 1 exactly what they want to hear and usually pushes them into buying now.

People who search for phrases from GROUP 2 are more likely to be skeptical. They're thinking that at least one person has something bad to say about the product in question and they want to know about all it's faults before making a decision. We refer them to our "LOOKS LIKE A SCAM" REVIEW because we start off telling them exactly what they wanted to know – what's wrong with the product. Then we convince them to either forget about buying or teach them how to work around the product's faults.

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People who search for the phrases from GROUP 3 are ready to buy! These phrases are hardly ever searched for by customers and hardly ever optimized by sellers. If you can, link directly through your affiliate link. If that's not possible, link to your BASIC REVIEW.

People who search for the phrases from GROUP 4 are even hungrier buyers than group 3! However, they are trying to get it for as cheap as possible. Sometimes you can help by supplying a coupon code or special link that will allow the customers to receive a discount while still earning commission. Use GROUP 4 phrases only when you're able to offer a discount. In websites like CJ.com you can easily search for coupon codes to use and sometimes you'll receive emails from companies when a sale is about to start.

In the next chapter we'll discuss what exactly to do with these "magic" keywords.

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How Are The Buyers Going To Find You?

Our goal is to be noticed in the search engines for the phrases that we picked out earlier. To do this, we're going to use high traffic / high PR sites that allow users to enter information. For those of you who don't know, that is the basic concept behind the ever popular bum marketing method.

I like this method a little better though, because I've noticed much quicker results and I don't depend on finicky Ezine Articles. Another plus is that I have much

more fun writing reviews than articles.

The 2 best sites for this method are:

1. [Craigslist](#)
2. [Yahoo! Answers](#)

Other good options are high PR niche forums that would actually be interested in what you're selling, and maybe even Squidoo (although I haven't tried it yet, so you'll have to experiment) or other web 2.0 type sites.

Using Craigslist:

[Craigslist](#) is tired of being spammed all the time, so they've taken some measures that make things a little harder for posters to get their ad seen - like blocking multiple ads in different cities and allowing users (with nothing better to do) to flag your ads down.

Luckily, I have never had that problem with the ads I post using this method. I think the reason for that is because I don't post a ridiculous amount of ads, I post in small to medium sized cities, and I keep my ads in the appropriate category.

Follow these steps and things should go smoothly:

Note: I live in the US so I've never had to use a proxy to post on CL. If you live elsewhere, I suggest using a US based proxy site to post your ads.

1. Sign up for a [gmail](#) account. Gmail accounts allow you to place periods anywhere in the user part of your email address and still receive all your mail all in one inbox (example: your regular email is [example@gmail.com](#). You want to post on craigslist with different email addresses, so you enter addresses like [ex.ample@gmail.com](#) and [exam.ple@gmail.com](#) when posting ads, and all emails will be sent to your one gmail inbox.)

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2. Pick whatever CL state you want and a medium sized city to post in. Stay away from very large, tech-savvy cities (New York, San Francisco, etc), because I've heard that ads tend to get flagged down more frequently and much quicker than usual.
3. You can either sign up for an account or just post your ad and confirm through your email. I prefer to use my account to sell physical items, and use gmail addresses to place ads using this method.

4. Post your ad in services □ small biz ads. Staying in this category keeps your ad pretty safe from being removed.
5. Pick a keyword to use from the list we established earlier. Include that keyword somewhere in the beginning of your ad title. The rest of your title should really command a click. It helps a lot if you can make web surfers feel shocked, curious, hopeful, warm-and-fuzzy, or even a little angry.
6. Post a very short ad (just a short paragraph or two), mentioning the keyword just once. Write a short excerpt from your review and direct users to your review blog to read more. Remember that every ad should be different (so that you don't get blocked) so use different parts of your review with different ads.
7. Keep a spreadsheet containing information about all the CL ads you post. Take note of when they expire (so that you can repost them) the text you used, city of posting, etc.
8. Rinse and repeat!

I've done very well using Craigslist to sell digital items, and I never have to worry about CL getting my affiliate account banned or my domain blocked since I'm sending users to blogger's site.

This is a very quick and easy process – perfect for lazy people!

Using Yahoo! Answers:

[Yahoo! Answers](#) is a place where you can either have fun or get really irritated by all the stupid answers people are giving. If you've ever been there, you know what I mean – people who have no idea what they're talking about give other people advice or say immature things that might make the asker feel bad.

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So before you use Yahoo! Answers let me give you a little warning: DO NOT waste your time reading other peoples answers. Focus on the question only!

1. Sign up for 2 new Yahoo! Accounts. One male, one female (since generally, most guys only know about things that interest guys and vice versa.) When you review products in the future, use the correct yahoo! account to promote

it.

2. Go to Yahoo! answers and click "get started". Complete the set up process.
3. Go to advanced search and select **questions** in the keyword section and **open answers** in the question status section.
4. Search Yahoo! Answers for words that people in your niche would use. If you're reviewing an expensive conditioner type in **split ends** or **dry hair** or **conditioner**.
5. Take a look through the results. Keep an eye out for all questions that you might have an answer for. Open each question in a tabbed browser like [Firefox](#).
6. Give quick answers to the questions that you can't figure out how to safely link to, just to up your points and maybe gain more exposure in that niche.
7. Give answers between 2-3 paragraphs long if you're linking to your review blog as a source. Use your keyword phrase at least once in your answer saying something like: "this _product name_ review says all drugstore conditioners are full of harmful fillers. Enter your URL where appropriate.

As you can see, this method involves a little more work because you have to take the time to consider questions and craft answers.

Although it takes a little longer, this method works just a little bit better than the Craigslist method, because it gives you a chance to build your reputation and get long term results. Almost all Yahoo! answers receive views and answers. These will remain in the search engines for a LOOOONG time, unlike CL.

Using Forums:

I recommend using the forum method only when you're promoting a product within a niche you have already monetized with a website or product of your own. Signing up for new forums all the time for each new product you promote is a pain in the neck.

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Another point to mention: Linking to reviews works well in almost all niches except internet marketing. IM forums tend to be harsh on links within posts (unless it's a well known, long time forum member). Stick to smaller niches and you'll find that practically no one has a problem with your review link as long as

you're actually posting something helpful along with it.

Search for **your niche forum**, **forums**, **discussion boards**, etc. As long as you're not marketing in teeny-tiny, micro-niche market (which you shouldn't be, because you chose a fairly popular product to promote) you should find decent forums on the first page of search results.

Sort through the forums on the first page of Google. I usually find that higher ranked websites/forums have decent to good page rank. This helps your (strategically worded) posts appear in the top results.

Register for the forums you do want to use, and begin making a few helpful posts and getting familiar with the other members. DO NOT use links in your posts yet. Wait until you have at least 20 posts (which is ridiculously easy to achieve) and have been a member for at least 1 day.

When you're ready to start promoting your review page, remember that people are not stupid. Don't just post your URL without any helpful information. And don't post your URL in the same forum more than twice a day. After a few days to a week of posting your review blog URL, take a break from promoting and maybe visit another forum in your niche.

This is a lot more work than the CL & Yahoo answers method, but it may give you the chance to collaborate or JV with another member (since you have your own product or website in this niche).

I rarely use the forum method for affiliate products, but it works well for "chatty" type people.

Like I mentioned before, this method has the potential to work well with other sites (for example, Squidoo) or even Adwords. I just stick to CL and Yahoo! Answers because it's working for me and I have experience with these sites. Feel free to experiment and adapt this technique to make it more enjoyable for you.

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Conclusion

These steps are simple and will bring in some cash relatively quickly. The best part however, is that I love the feeling of not wasting my time, energy and bandwidth on visitors who aren't ever going to benefit my business.

Do yourself a favor and get started on your reviews today. Start promoting tomorrow and you should see some nice profits in less than a week.

After that, move on to the next product and repeat! Checks will start coming in no time!

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