

HOT NICHE HOUND

Find and promote RED HOT Niches Markets using Google External Keyword Tool and my simple step-by-step formula.

"FREE GOOGLE RED HOT NICHE FINDER TOOL"



Learn How To Spot And Successfully Promote Products And Services Without A Website -Without A List And Hardly Any Investment

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Introduction

The purpose of this ebook is to give you information on the most profitable NICHE oriented home base business models where you can earn UP TO \$200 per day...

I assure you that you will not be disappointed and will thank me for the rest of your life if you follow through with what I will be sharing with you today.

By doing this, you have proven that you're serious about starting a home base business. In this Report, you're going to learn one of the most powerful secrets to making money online from your home base business that not many affiliate marketers know about is "How to choose and promote the RIGHT product".

The method that I will show you today teaches you how to find HOT NICHE keywords to build a website on and how to successfully promote other peoples products without a list, website or money.

How do I find profitable hidden niche markets? I've been asked this question many times by my list members. One of the biggest problems for webmasters and people who can build websites, is how to target a profitable niche.

I'm going to try to leave all the fluff behind and present you with raw facts and steps which you can implement right away. I will give working steps that will all but assure you of finding those the hidden niche markets which are profitable and easy to crack that you are looking for. Please bear in mind that this will not happen overnight, and most big marketers have been in business for years and they have large lists that they can market products to that is why they make thousands of dollars monthly.

When I started writing this e-book I wanted to give you something that you could really put into action right away, I did not only want give you information on how to do it, but also why, and the why is what make all methods work.

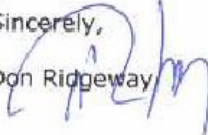
I will show you step-by-step how to identify profitable niche markets using a very simple elimination method. I will also give you a set of numbers, but they should not be considered as "absolutes". Just remember that there is no **one** good formula when researching niche products. By knowing the how behind the why you will have all the date that you will need to make informed decisions when it comes to choosing a niche markets to target.



Here are some examples of what I will be discussing in this report

- What are niche markets
- Elements of a HOT niche
- Finding markets with conventional keyword tools
- Niches with high search count-why you don't need them
- Focusing on only one website- why you should not do this
- How to optimise your site for your keyword
- How to profit from niche markets.
- Getting your site indexed by Google within 24 hours and much, much more

I will show you step-by-step how to identify profitable niche markets using a very simple elimination method. I will also give you a set of numbers, but they should not be considered as "absolutes". Just remember that there is no **one** good formula when researching niche products. By knowing the HOW behind the WHY you will have all the data that you will need to make informed decisions when it comes to choosing a niche markets to target.

Sincerely,

Don Ridgeway

The secret to discovering hot niche products



"FREE GOOGLE **RED HOT** NICHE FINDER"

The purpose of this ebook is to give you concrete information on getting started earning extra income right now!!

By Don Ridgeway



**THIS EBOOK IS TO ASSIST YOU IN FINDING RED-HOT
NICHE THAT ARE HIGH PAYING AND BUILDING YOUR
HIGH PAYING NICHE ORIENTED WEBSITE**



How do I find profitable niche markets? I've been asked this question many times by my list members. One of the biggest problems for webmasters and people who can build websites, is how to target a profitable niche.

I'm going to try to leave all the fluff behind and present you with raw facts and steps which you can implement right away. I will give working steps that will all but assure you of finding those the hidden niche markets which are profitable and easy to crack that you are looking for.

When I started writing this e-book I wanted to give you something that you could really put into action right away, I do not only want to give you information on how to do it, but also why, and as you know the why is what make all methods work.

So let's get to work,

THE ESSENTIAL ELEMENTS OF A HOT NICHE MARKET

1. High Demand

The more people who are actively looking for information pertaining to your niche the more chance of attracting visitors to your website.

2. Low supply

The less websites targeting the same topic as you are the better the chances of ranking high for your keyword.

3. Profitability Potential

There must be money in the chosen market. If you are working with AdSense you must be sure that the advertisers are willing to pay for the traffic that you send them. If you are promoting products you must if people searching your niche are willing to pay for the product that you are promoting. This is important to know because it is an indicator of how profitable your website or product promotion will be.

THE BEST NICHE TO ENTER

The best niche to enter are the ones where your chances of getting high rankings in all three search engines are good. Finding Niche products is not that hard, first you have the products that are in the main NICHE category such as **Weight Loss Market** - which supports a ton of sub-niches. Lose Belly Fat, Get Killer Abs, etc... And for each one of these niches you have the sub-niches and there is a ton of money to be made marketing products from sub-niche markets.

The three essential elements of a good niche product to promote

- High demand – how many people are looking for the information that your niche caters to.
 - Low supply – how many websites target the same topic- the less the better your chances of ranking high for that keyword
 - Potential profit – if you are selling a product you must know if people are willing to pay for the information or product which you are promoting.
1. Brainstorming
 2. Search Google

Here are some market and niche ideas to get you going, search these niches and find products related to them in their sub-niche category.

- **Breaking Bad Habits** — Like Stop Smoking, Stop Nail Biting, *Etc...*
- **Make Money** (*within the IM niche*) — AdWords, PPC, SEO, Social Media, *Etc...*
- **Make Money** (*outside of the IM niche*) - Paid Surveys, Forex, Stock Trading, Betting, *Etc...*
- **Hobby Niches** — Golf, Word of Warcraft, Piano/Guitar Playing, *Etc...*
- **Health Problems** — Acne, Sweating, Yeast Infection, Anxiety, *Etc...*

The desperate and embarrassing niches tend to be the most popular:

Niche markets are them superb two words for an area online that you can do a business with, if you only knew how to, but the process of using a niche market to centre yourself as the dominant online presence is a daunting one at that, because of the competition online today. There are however ten top niches that you could consider going into and there are almost infinite sub niches within these top general niches to build and maintain an online business.

Desperate Buyers

People with chronic sinus infections are desperate buyers. (And I know this first hand.) People who are losing their hair are desperate buyers too. So are teens and adults suffering from acne. And most definitely people with smelly feet.

Selling information to buyers who live with these types of problems is easy because the problem is clear, obvious bothersome and possibly embarrassing To the person who has the problem. It's a NO brainer.

| | |
|-------------------|-------|
| Dog products | ***** |
| dog medicine | ***** |
| dog care products | ***** |
| Cat | |
| cat care products | **** |
| Guitar | |
| Snoring | |
| stop snoring | *** |
| snoring products | *** |

BRAINSTORMING

Simply put, all you have to do is make a **list** of every generic keyword that you can think of-at this stage it is not important to know if the niche is **HOT** or not. To get a head start on a topic you can search the web to see what people are interested in.

Checking for seed keywords on **Google** is very easy. Start by typing a letter in the search box and Google will spit out key phrases that start with that letter, you can also try two or more letters-the data is from Googles own search engine so you know that these keywords are POPULAR.

I use these because Google will give you more accurate information than any other search engine. The seed keyword that you choose should be a broad keyword such as stop, start, health, get, make, etc. and then we search them in Google and use the keywords which appear in the query to make our list of possible niches to enter into and build our website or promote products or AdSense. Below are a few sites that you can check out for seed words and ideas.

- **AOL HOT SEARCHES**
Here is a list where you can see searches by category
- **Ebay Pulse**
Find the top ten list of current favourite searches on ebay for each of their categories
- **Google Suggest**
Checking for seed keywords on Google is very easy. Start by typing a letter in the search box and Google will spit out key phrases that start with that letter, you can also try two or more letters the data is from Google's own search engine so you know that these keywords are POPULAR.
- **Lycos 50**
Lycos gives you a list of the 50 most searched keywords for the previous week . make sure that you visit them often.
- **Dgopile Search Spy**
A meta search engine which searches multiple sites at once. Dogpile is one of the search engines used by Wordtracker for their search count data and you can see (family friendly) searches and a scrolling list used by their users.
- **YAHOO BUZZ**
Yahoo provides you with TOP MOVERS, search terms where there have been an increase in popularity within the last two days. TOP LEADERS, top searches of all times.

Method I

Looking for Micro Niches

Use Google external keyword tool to find niche oriented keywords which have a search rate of at least 1000 but not more than 5000 searches and discover micro niche markets.

Never use a generic or seed keyword to build your website or promote a product because if you use a seed word like “dog” for instance you would be competing with millions of websites. The dog niche is very competitive and if you optimize your site for this keyword, to compete in this niche would be very difficult. On the other hand if you optimized your website for “dog training” your chances of ranking high for this keyword would be better because the competition would be much less.

To find these sub-niches we will dig into our seed word market and create a list of related phrases using just two of the many options that you have. At the moment I want you to concentrate on just one or two, Google Suggest Google keyword tool at <http://www.google.com/insights/search/#> and Google External keyword tool. <https://adwords.google.com/select/KeywordToolExternal>.

There are other tools that you can use and I will tell you later how to find niche markets using Google MSN and Yahoo, but for the moment we will stick with Google External keyword tool. Use the Keyword Tool to get new keyword ideas. Select an option to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#) is a great way to find new keywords for your niche campaigns. And are broken down as follow.

Step I keyword selection process

Make a portfolio and Brainstorm to get your keywords. After that go to <https://adwords.google.com/select/KeywordToolExternal> and search your keyword, when you enter a keyword the software will automatically create a list of all the keywords associated with this (generic, or seed) keyword. When you get the list look for all keywords that have a search count between 1000 and 5000 searches. Once it starts getting into the higher count, the competition gets harder i.e. the more websites that are using this keyword the harder it will be to compete, so for now, keep things on the easy side and don't go over 5000 searches for any particular keyword. Once you are on the Google External keyword tool you can sort your list by EXACT search, when you do this you can see exactly what the competition will look like.

Make a spread sheet and list all of your keywords with a search count between 1000 and 5000 searches.

| | A | B | C | D | E | F |
|----|-----------------|---|-----------------|---------------|------------|----------------|
| 1 | KEYWORDS | | SEARCHES | GOOGLE | ADS | CPC - A |
| 2 | Make money | | | | | |
| 3 | Earn Income | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |
| 11 | | | | | | |
| 12 | | | | | | |

Step II Keyword research

What we need to do is **create a list of smaller** related topics. But you must make sure that the smaller markets meet criteria #1 of a hot niche market.

Once you get your generic keyword such as "stop" for instance go to Google External Keyword Tool and search the word STOP- here are some keywords that could appear in the query.

cat stop, stop abortion, start stop, stop biting, ***juice stop***, how to stop eating ***blue screen error***, stop by, stop acne, stop war, stop panic attacks, stop coughing, stop hot flashes, stop anxiety, how to stop a cough, stop smoking tips, memory dump, stop herpes now, **Stop Tmj**, stop snoring, stop sweating, and so on...

keywords such as ***blue screen error***, **Stop Tmj** which appear in the query are always good keywords to look at. They give us the clues as to where the hidden markets are located. If you choose a keyword like ***blue screen error*** for instance you will find that this particular keyword has something to do with computer screens, and as we all know the computer market and industry is one of the largest in the world. So you can see how using generic keywords can sometimes be better than using phrases.

Next go through all your broad keywords that have a search volume between 1000 and 5000 searches, and make a list. Then search all the exact matches of your keyword and make a list. An exact search will break things down a little more for you and help you pinpoint those hidden markets. Once you do this search each of your keywords in the Clickbank marketplace (I will explain this later).

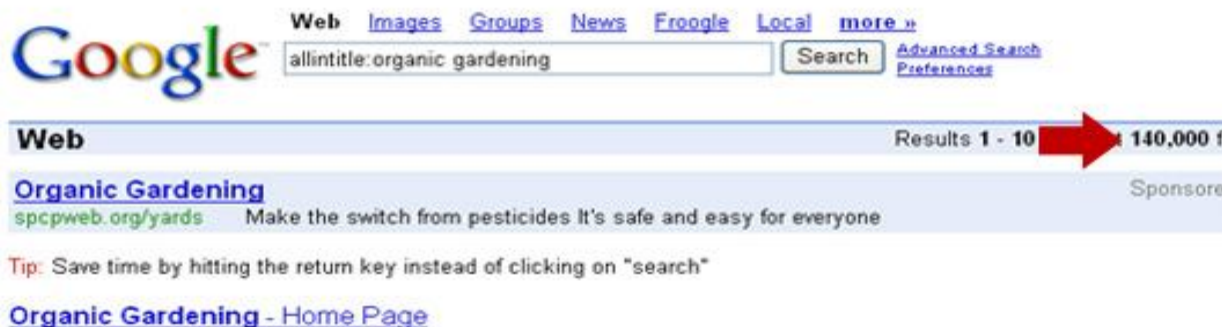


Special search commands

I took the liberty of searching this keyword and the search results were 17,246 searches in a one month period of time. And when I searched for websites containing this keyword "organic gardening" it had 17,000,000 sites, that's a heck of a lot of competition.



Think about it... If the website doesn't have the keyword in the title of their site, chances are... they probably aren't promoting the product, but maybe just mention the keyword once or twice on the page. So, by using this special search command, we'll be able to get a MUCH better estimate on the actual number of sites promoting something related to this keyword. Let's go back to Google and enter this special search command: "**allintitle:**" + organic gardening.



You can see when we do this, the number of websites decreases all the way down to 140,000! That's a much more reasonable amount... Don't you think?

Alright, we'll call this number (140,000) "Results" Once we have these 2 numbers, we can use them to calculate something called an R/S ratio, which is basically a ratio used to determine how much demand there is for a product/keyword.

R = Results

S = Searches

From our example, we've said that the keyword "organic gardening" was searched 17,246 times last month, so **S** would be 17,246. We've also found that

there were 140,000 websites advertising this keyword, so R would be 140,000
Now, let's divide the 2 numbers $140,000/17,246 = 8.12$

Our R/S ratio for this keyword is 8.12. I know from experience that this isn't a very good R/S ratio. Typically the lower the number is, the more profitable the keyword will be for you, should you decide to create a website based on the keyword.

What you'll need to do is go through each of the keywords in your list and come up with R/S ratios for all of them. Then, pick the keyword(s) that have a low R/S ratio and yet have quite a few searches the previous month. I know what you're saying... This is hard frickin' work! You're right... I hate doing it. But there is a much easier way to do this, using Keyword Elite.

You CAN also do this manually if you want. Just look for keywords that have been searched for quite often and have a low R/S ratio... From the example the keyword "gardening tool" for instance was searched for 7,588 times last month and has 14,700 competing websites... which gives us an R/S ratio of only 1.94! This appears to be a starving crowd. With that many searches each month, you could pretty easily create a websites based on all sorts of Gardening Tools.

You could either sell actual gardening tools OR you could write articles related to different gardening tools and then add some Adsense to those pages... Get search engine traffic and with a top ranking, you could easily make quite a bit of money with that many searches each month. Given that there are only 14,700 competing sites, it makes your chances of ranking well, MUCH easier.

We could easily do this with other keywords that Google has found for us. As we scroll down further, you can see other keywords like: gardening tip This only has an R/S ratio of .10! That's incredible. Create a website based on gardening tips and with only 880 competing sites, don't you think you could beat these other jokers? :-) ... and more keywords like: raised bed gardening I don't

Once you have your keyword, go to ezinearticles.com and search your keyword. Here you will see how many articles are written about your keyword, if there are not many then you know that it is not a popular subject to write about and people are probably not making money.

Then go to Google and search your keyword to see how many websites are optimized for the same keyword. If the number is below 10,000,000 sites you can safely assume that the competition will not be very high and you have a good chance to earn money in that niche. You can also enter keyword phrases, and accomplish the very same thing.

This is basically the process that I do when searching for hidden Niche products to promote, but the best part is coming up and that's the promotional part of the process, and you do this in a number of ways. Adwords, PPC, writing articles, which is the most effective and cheapest way to do this. The process is to write articles about your subject and place them on article sites to get back links to your or the vendors website.

Step III Choosing your product

http://nicheatms2.com/?&_ss=na2-sqz

If you have not yet done so, you should join as many affiliates lists as possible, I would say between 10-15. Register a hotmail account or Google mail account so the affiliates can send the information there and not to your private email account. You should get lots of promotions for many products especially Clickbank products´.

After you get your hotmail run over to your account and check on the products that the GURUS are promoting. Of course many of the big names will be "ahead of the curb" when it comes to pushing a product. They get to launch products all of the time, which means you can spot these products a mile away. Also if you see two "gurus" promoting the same product at the same time and then three, and then four... Then you know that there is money to be made promoting this product. So join them and promote this product as well.

Besides Google, MSN, and Yahoo, here are a couple of great sites that you can use free of charge to help you find hot niche products to promote.

<http://www.cbtrends.com/> - <http://www.cbengine.com/?hop=mbully>

As the name suggests will help you find clickbank products. CBTrends display a visual graph of the clickbank statistics including gravity, \$ earned per sale and %- number of referrals. <http://www.keyworddiscovery.com/search.html> a Free Search Term Suggestion Tool

If you do not already have a Clickbank account I strongly suggest that you get one now at <http://www.clickbank.com>. It' free and you can promote any product in their repository. The best way to find products is to consult the clickbank Vendor listings. **Clickbank** will always tell you which products are good seller because they will be listed at the very top in the marketplace.

When you search a keyword such as *STOP* for instance, a number of products will appear in the **Clickbank** marketplace search query (stop acne, stop Eczema) etc. make a list of the ones which are listed by Gravity-the product that you promote should have a gravity between 20-70, this way you can be sure that the product is being promoted well enough to earn money

with. If you are a newbie I would suggest staying with a **Gravity** between 20-70 because over 70 the competition for your product might be a little stiff.

By now you should be building your portfolio of products to market using the product selection in this guide. You may want to check if the product is on its way up or down by visiting <http://www.cbtrends.com/vendor-search.php> and searching the vendor's name. Pay particular attention to the gravity and the % referred graph, and if both are on the rise then the product will get bigger and bigger.

In my experience the best products to promote are the ones with a gravity between 20-30 and if a product ranks in the top 30 then this is a good product to promote.

Some search criteria would be: how new the product is (newer than 6 days and rank on the top 20) this will bring up a list of approx. 10-50 products that you can skim through and add to your portfolio. Make sure that you also check **CBTrends** for this product to see how it is doing. What you are concerned with is-what is the rank of the product in

its respective category. Pay close attention to sub categories, a product could rank 10 in a sub category and yet yield few sales, so be careful.

After you have searched and chosen your product in the ClickBank marketplace, go to ezinearticles and search each product name in their databank and get a list of the articles which are being written about your product. Check the count, if many articles appear then you know that the product is being promoted well.

Then go to clickbank.com and search your keyword for possible products to promote, just type your keyword in the search and ClickBank will spit out all of the products which are using this keyword in the title for their product. Search the products in the ClickBank marketplace and make a list of the products which have **Gravity** between 20 and 70

Note:

You should always visit the vendor's website to see if it is worth your while to promote the product. While you are there check the sales letter to determine if it meets the requirements mentioned below then you can start your promotion.

KEYWORD SEARCH COUNT

So now you should have a large list of keyword phrases to potentially choose from. They fulfil the first characteristics of a hot niche- **HIGH DEMAND**. Of course phrases with a very low search volume per month are usually not worth it. But the niches that we will find using this method will have enough searches to make it worth your while.

Many Gurus say that it is much easier to get a higher ranking in MSN and Yahoo than in Google and if your ranking is high in one or both of these sites, your ranking in Google will increase as well. Most people usually choose Google as their prime or target search engine, and I personally think that this is the best way to do it because once your ranking is high in Google all other search engines will automatically pick it up.

Method II

Looking for RED HOT Niches



Earlier I said that I would tell how to find markets using Google MSN and Yahoo search tools. This method is also a sure fire way to discover new niche markets to conquer.

Basically the method is the same, just follow the instructions above and continue in this way. First of all you need to make an excel spread sheet with the following information: keywords, searches, Google MSN and Yahoo.

| | A | B | C | D | E | F | G | H |
|----|----------|---|----------|--------|-------|-----|-----|---------|
| 1 | KEYWORDS | | SEARCHES | GOOGLE | YAHOO | MSN | Ads | CPC ads |
| 2 | | | | | | | | |
| 3 | | | | | | | | |
| 4 | | | | | | | | |
| 5 | | | | | | | | |
| 6 | | | | | | | | |
| 7 | | | | | | | | |
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| 10 | | | | | | | | |
| 11 | | | | | | | | |
| 12 | | | | | | | | |
| 13 | | | | | | | | |
| 14 | | | | | | | | |

Here you can use the Google suggestion tool to find keywords for your sub niche.

Searches-is the list that you get in the search results after you enter your seed keyword.

Google-the results of how many websites are optimized for this keyword

MSN the results of how many websites are optimized for this keyword

Yahoo- the results of how many websites are optimized for this keyword

Ads- the number of Google ads for your keyword



CPC-ads-the amount being paid for your keyword

Search your keyword in Google MSN and Yahoo. When you search your keyword have them in "quotes" and make a list. Weed your list and take all keywords out that are targeted by too many websites, this will insure that you choose are niches that meet the second requirement of a hot niche-**low supply** the less sites that targeting the same keyword as you the better are your chances of ranking high. Between Google MSN and Yahoo, phrases with counts between 250.000 – 900.000 searches are the best. Remember the less results the search engines show for a keyword the better your chances of ranking high in the search engines.

Next remove all keywords that have a higher search count the 900.000 in the results, and remove all keywords that are not related to your topic. This should give you a smaller list. When searching in Google, be sure to check the number of Adwords ads which will be located on the right hand side of the site to gauge the profitability of your niche-this is the third essential of a profitable niche-**profitability potential**. Any niche that has an ad count of less than 10 ads, discard.

To make sure that the niches you choose are profitable, go to Google Adwords external tool and check the CPC (cost per click) and add this to your column in the spread sheet. You can now choose from the ones with either the high Adwords CPC, the highest search count, highest KEI, or the ones with the lowest competition. It's up to you to make this decision.

Adsense revenue

Money Making Method #1

You may have seen many companies selling, what they call, "high paying Adsense keyword lists". Just go to Google and type that in:

<http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=GGLD,GGLD:2004-21,GGLD:en&q=high+paying+adsense+list>

The screenshot shows a Google search interface with the query "high paying adsense list". The search results are as follows:

- Web** Results: 1 - 10 of about 1,470,000 for high paying adsense list (0.21 seconds)
- CyberWyre » Updated Highest Paying AdSense Keywords**: Quick Online Tips » Another Highest Paying Google AdSense Keywords List said, ... High Paying AdSense Keywords List - Blogging Tips, Make Money Online said, ... www.cwire.org/2006/05/23/updated-highest-paying-adsense-keywords/ - 67k - Cached - Similar pages
- CyberWyre » Highest Paying Search Terms**: Highest Paying Search Terms. From what I have found, below are the current top 300 highest paying internet search keywords as of March 30, 2006 that I could ... www.cwire.org/highest-paying-search-terms/ - 53k - Cached - Similar pages
- List of Highest Paying AdSense Keywords | Threadwatch.org**: Sorry to spoil the fun of those who are keeping them quiet, but CyberWyre have an update list of 230 highest paying AdSense keywords. ... www.threadwatch.org/node/6010 - 19k - Cached - Similar pages
- AdSense Pay Top Keywords- Google AdSense Top Paying Keyword List**: TOP PAYING WORDS - The Biggest and Best Paying Keyword List, Optimize your Google AdSense To Maximize Profits, Free! www.adsensepay.com/ - 41k - Cached - Similar pages
- AdSense Gold - It's time to start cashing in...**: Normally I sell this list of high paying keywords for \$99.95, but as you may have ... High CTR High EPC Lots of AdSense Content Pages + AdSense Tracker ... www.adsensegold.com/ - 56k - Cached - Similar pages
- Sponsored Links**:
 - Google AdSense**: Place Google ads on your website and earn revenue - Learn more. www.google.com/adsense
 - AdSense Ready Web Sites**: 150 Content Rich Web Sites Instant Download & Easy Setup. www.AdsenseReady.com
 - AdSense Ready Web Sites**: 300 Content Rich Web Sites Instant Download & Easy Setup. www.AdSensePages.com
 - AdSense Guide: Free Video**: Free AdSense Guide (Video) Shows You How I Make \$16,768 Per Month. www.AdSenseVideos.com
 - Maximize AdSense Revenues**: Database of 20,000 most expensive fast! keywords. Increase revenues fast! www.TopPayingKeywords.com

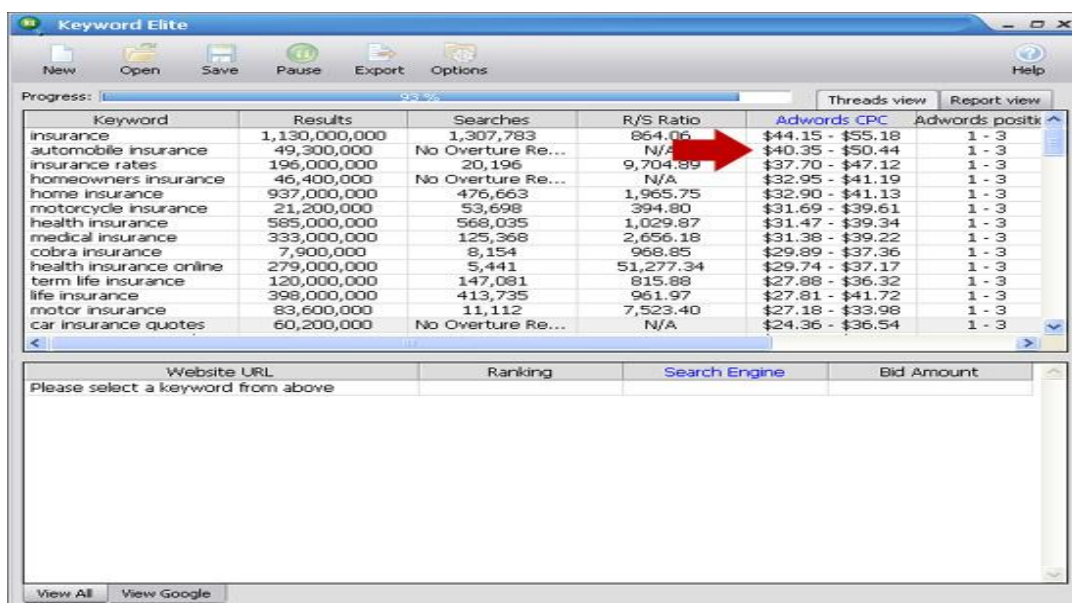
You'll see that there are many websites that are devoted ONLY to displaying these high paying Adsense lists. And quite a few websites actually selling these lists! Now, the great thing about Keyword Elite is you can create your own high paying Adsense keyword list, and it's SUPER easy!

Here's what you would do:

First, run project 1, titled "create keyword list". In this example let's build our list off of the keyword "insurance". So, I'll enter the keyword "insurance" into step 2. Next I'll select the method of finding keywords. Here I'll only select Ask.com. Selecting this option is the fastest way to build a large keyword list. In step 4, I'll select to return 1000 keywords. Then I'll click "ok"

Because we are only concerned about creating a high paying Adsense keyword list, we'll uncheck all of the search engines except Google, from step 3. Under step 4, we'll uncheck everything except for "Top Bids" and lastly, under step 5 we'll only check "Google Exact match" option column.

This column tells us roughly how much the top paying Adwords advertisers are paying per click for each of these keywords. We'll want to sort this column in descending order, so we can see the highest paying keyword at the top. The way Adsense works, is the more money that advertisers are paying, per click, for the keyword in Google "Adwords", the MORE money you'll be paid via Adsense, for displaying their ad on your site via Adsense! So... the goal here is to select those keywords from the top of the list, that are costing advertisers the most per click. Ok, so after we sort the column in descending order, you can see that the keyword "automobile insurance" is the second most expensive keyword on the list. What we can then do is go back into Project 1, "create a keyword list", and do just that... Create our keyword list based off of this 1 high paying keyword.



The screenshot shows the Keyword Elite application window. At the top, there is a progress bar at 93.5% and buttons for New, Open, Save, Pause, Export, Options, and Help. Below the progress bar is a table with the following columns: Keyword, Results, Searches, R/S Ratio, Adwords CPC, and Adwords positk. A red arrow points to the R/S Ratio column for the 'insurance' keyword.

| Keyword | Results | Searches | R/S Ratio | Adwords CPC | Adwords positk |
|-------------------------|---------------|-------------------|-----------|-------------------|----------------|
| insurance | 1,130,000,000 | 1,307,783 | 864.06 | \$44.15 - \$55.18 | 1 - 3 |
| automobile insurance | 49,300,000 | No Overture Re... | N/A | \$40.35 - \$50.44 | 1 - 3 |
| insurance rates | 196,000,000 | 20,196 | 9,704.89 | \$37.70 - \$47.12 | 1 - 3 |
| homeowners insurance | 46,400,000 | No Overture Re... | N/A | \$32.95 - \$41.19 | 1 - 3 |
| home insurance | 937,000,000 | 476,663 | 1,965.75 | \$32.90 - \$41.13 | 1 - 3 |
| motorcycle insurance | 21,200,000 | 53,698 | 394.80 | \$31.69 - \$39.61 | 1 - 3 |
| health insurance | 585,000,000 | 568,035 | 1,029.87 | \$31.47 - \$39.34 | 1 - 3 |
| medical insurance | 333,000,000 | 125,368 | 2,656.18 | \$31.38 - \$39.22 | 1 - 3 |
| cobra insurance | 7,900,000 | 8,154 | 968.85 | \$29.89 - \$37.36 | 1 - 3 |
| health insurance online | 279,000,000 | 5,441 | 51,277.34 | \$29.74 - \$37.17 | 1 - 3 |
| term life insurance | 120,000,000 | 147,081 | 815.88 | \$27.88 - \$36.32 | 1 - 3 |
| life insurance | 398,000,000 | 413,735 | 961.97 | \$27.81 - \$41.72 | 1 - 3 |
| motor insurance | 63,600,000 | 11,112 | 7,523.40 | \$27.18 - \$33.98 | 1 - 3 |
| car insurance quotes | 60,200,000 | No Overture Re... | N/A | \$24.36 - \$36.54 | 1 - 3 |

Below the table is a section for selecting a keyword from the list above, with columns for Website URL, Ranking, Search Engine, and Bid Amount. At the bottom, there are buttons for 'View All' and 'View Google'.

From here, we could either:

Use the 2,000+ keyword list that [Keyword Elite](#) generates, and plug it into some web page generation software to create a few thousand page website for us in a couple of minutes, based on each of those high paying keywords we just found. I'll recommend some good page generator software programs in later lessons... So keep your eyes peeled for that. Or, you could take the top, say 45 highest paying keywords from the sorted list of keywords you created earlier, and either write 1 article based around each keyword, yourself, OR hire a freelance writer from Elance.com to write the articles for you.

Once you have your site created, slap some Google AdSense ads up on the website and you're set to start making money with Google AdSense! You'll be surprised to know that some high paying keywords will actually earn you upwards of \$5.00+ per click! That money can really add up quickly if you find those high paying keywords. If you don't have an AdSense account, you can sign up for a free account by clicking on the image to the right.

Money Making Method #2

We kind of covered this option above, but I want to mention it briefly again, in case it slipped by you the first time around. I mentioned that many people online are either creating websites to display high paying AdSense keyword lists OR they're even selling these lists for profit. Now, what you can do with Keyword Elite is you can create **your own** high paying keyword list. With these high paying AdSense lists, you can create many niche websites containing content revolving around the high paying keywords...

OR

You can do as these other people are doing and you can actually sell these lists and start up your own little business!

OR

You can create your own "high paying AdSense list website" and attract search engine traffic and visitors by simply displaying these lists on your website for free. Slap some of your own AdSense ads up on your website, and you'll be earning some AdSense income in no time!

Here's an example of a website doing just this:

GOOGLE ADSENSE TOP PAYING KEYWORDS

CATEGORIES OF WORDS
HOME A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Key: Search Sort: ▼

TOP PAYING: 20

| | |
|---|--|
| <p>The Rich AdSense Jerk Launches Membership Site You'd be Stupid not to join! Ads by Google</p> | <p>AdSense Pay Me Too Much I Use High Paying AdSense Keywords To Make \$16K/Mo. See Free Video Now Advertise on this site</p> |
|---|--|

| | |
|----------------------------------|---------|
| Domains yahoo | 97.44\$ |
| Domain name yahoo | 79.81\$ |
| Dc hair laser removal washington | 68.91\$ |
| Law lemon wisconsin | 66.15\$ |
| Keik fit insurance | 60.8\$ |
| Term life quotes | 58.4\$ |
| Indiana law lemon | 58.21\$ |
| Credit equity line | 55.12\$ |
| Donate car | 52.57\$ |
| Credit equity home line | 52.15\$ |
| Credit equity home line loan | 52.15\$ |
| Angeles criminal defense los | 51.87\$ |
| Lending tree com | 51.62\$ |
| Www lending tree com | 51.62\$ |
| Hair removal washington dc | 51.14\$ |
| Home equity credit | 48.46\$ |
| Att call conference | 47.73\$ |
| Cheap term life insurance | 47.33\$ |
| Discount term life insurance | 47.33\$ |
| Level term life insurance | 47.33\$ |

Top Paying Words Of Google AdSense
Keywords In Database: 11312

<http://keywords.maxlinks.org/>

You'll notice that their AdSense ads are blended well into the top of the web page. I found this website by going to Google and entering the words "high paying AdSense Keyword"... This is how they get traffic to their website. Once the traffic is there, someone might click on their AdSense ads, and then they earn commission that way. Brilliant... and something that you can and should be doing! Those are a couple of the super easy ways of making some extra income, with very little effort involved. Stay tuned for the next lesson, as I dive into some other strategies you can use to make money via the Google AdSense and Adwords system.

Build your website

First I would like to say that if you are building a website and not targeting and building your website around a particular niche and keywords, then you are probably building your website for nothing. In order to be successful and earn money with your website you have to target a niche and use the keywords in the content and URL of the website, unless you are doing it just for the fun of it. Once you have chosen a keyword to build a site around, check and see if the web address is available, you can do this when registering your domain name.

First register a website using the name of your keyword in the URL. Up to now we have learned how to find hot product to promote, now we are going to take the same method and use it to find niches that you can use to build a website and get your site indexed by Google in 24 hours max.

Choosing a name for your website:

As I said before I will cut through the fluff and give you the raw facts and methods that I and maybe many other marketers are using.

Some gurus may say that the shorter the web address is the better, but if you really thing about it, most people who are searching for information on the internet will not search a generic or seed keyword such as "DOG"-most people are using phrase which can have many words in them. Once you find your niche and have chosen the keywords for the name your website address that you want to rank high for, use these keywords in the web address title and always choose a name for your website that contain the keywords that you are targeting. The same goes when you are promoting a product.

How to convince Google to crawl your site within 2 hours

First create a xml-sitemap-go to <http://www.xml-sitemaps.com> and create your sitemap in a few easy steps. Copy and save you newly created sitemap to your computer for now and upload it to your site later. Once you have your sitemap, create a Google webmasters tool account at <http://www.google.com/webmasters/tools>. Add your website to Google's webmasters tools and then add your sitemap. At this point do not submit your website to any directory or link service, wait for Google to index it first, MSN and Yahoo will follow Google's lead and also index your website. So you don't have to worry about registering with any other search engine.

Now register your site's domain name and upload the sitemap that you created to your website root and then point the Google Webmasters tool to your sitemap. After you are finished this should take only a few hours to show.

How to get top position and media attention.

Write a Press release

Write a press release and submit it to <http://www.webwire.com> (or use a free release site) this might sound silly but it works. Once you submit your press release you will get a massive second tier 7 PR link pointing directly to your website and in most instances this will get you the top position in all search engines! The release will be featured on Google news and after you submit it you will start getting traffic immediately from your press release. Google will rank your site so high that you won't believe it. Your press release should not be longer than 300 words and always written in third person.

The most important part of the press release is the HEADLINE and this should be so... and my experience tells me that headlines with 4-5 words in it are the best.

“best social marketing media”. This is a strong keywords and appears on Google #1 spot, which means that this keyword is highly competitive, and is not one but four different keywords, so your press release can rank high for “social marketing” “social media” etc.. If someone would search this keywords in Google’s search engine they would have no choice but to click on the link in your press release. So in order to achieve these results you have to include your keywords in your press release.

Tips:

Your press release should be written in 3rd person

Never include advertisement in your press release

Never speak directly to the reader

Include at least one quote

Write in proper English and make corrections before submitting your press release

Here are a few press release sites that you can use to submit your PR. Here the same rule applies when submitting your press release as in submitting your articles i.e. make sure that the site that you are submitting to as a Page Rank of 4 or more.

| | | |
|---|----|---|
| http://www.free-press-release.com | PR | 5 |
| http://www.business.lincolndailynews.com | | 4 |
| http://www.prfocus.com | | 3 |
| http://www.addpr.com | | 3 |
| http://www.malebits.com | | 4 |

PART VIII

Increase the PR of your websites or the product that you are promoting.

If you are promoting a product one of the best ways to do this is to write a review of the product in question. When writing articles and reviews the promotional process is basically the same. Just follow the instructions below for the placing articles on article sites.

- Step 1 write a 500-700 word review and about your product
- Step 2 place your keywords, or the vendors keywords in the body of your review
- Step 3- place anchor text links in the article body
- Step 4- you can give your review a name such as (cracking the affiliate code review)
- Step 5- register your review as a domain name with the name of the product in the URL. This is very important because if the product owner is actively promoting the product you will make sales easily.
- Step 6- drove traffic to your review through article marketing
- Step 7- get paid

Write an article:

If you are promoting a product or a service on your own website, article writing is one of the best ways to get targeted visitors to your site and increase your page rank and cash. But I want to be straight up with you from the beginning- don't waste your time submitting your articles to many article sites, most of them have a page rank between 0-3 which means that they are not getting enough traffic to help you in anyway, so try and stick to the articles sites with a PR of 4 or more.

www.ezinearticles.com

<http://ezinearticles.com/search>

www.clickbank.com

By writing articles you can send traffic directly to your website and get at the same time good PR ranking from Google as well. The more back links that you have coming to your website the better your Google placement will be. Write an article between 500-700 words and link back to your website or the vendor's website with your Clickbank Hop link or your web address.

Now that you have your target keyword go to <http://www.ezinearticles.com> and search your keyword. A number of articles will appear and under the title of the article is usually the summary of that article, take and copy a few of them and paste them in a word doc of word processor.

After you get your sample articles from ezinearticles.com, go to Google and do the same, you should look for websites which are optimized for this keyword; this way you can get additional information to write your article with. Just make a search for your keyword and you will get the sites using your keyword.

Copy a few paragraphs and use them in conjunction with the information from ezine articles and create your new article. I also use Wikipedia because there is a truck load of information that you can use about any subject.

If you are on someone's list, they will probably send you information about the different promotions which are going on in the IM market. Take these emails and use them for content for your article and or website. This is one of the best ways to get free product related content for your articles. The Content of your article should contain keyword related phrases strategically placed in the body of your article.

Now what you have to do is to place your links in the text of your article to get the back links that you need for SEO purposes. Make sure that you read the sites conditions on uploading articles which contain html codes.

Keyword density

Keyword density is the number of times that a particular keyword or phrase appear on a webpage or in your article. If you would write a 600 page article using the keyword "tattoo design" and used it 6 times, your article would have a keyword density of 1%- try to aim for a keyword density between 3-6%. If the density is too low Google will recognize your article as not relevant enough for your keyword. Too high and Google will think that we are spamming, and that would not be very good- so make sure that your article is not stuffed with too many of your keywords. You can check keyword density for your articles by copying and pasting the article in <http://www.live-keyword-analysis.com/>. Make sure that you place your keyword or phrase at the beginning of your article in the first paragraph, in the middle, and end of the article (in the last paragraph). Last, you need to add an author's resource box to your article which is the **most important** part of the whole article.

This is where you convince people to click through to your affiliate link. In your resource box you should have the following information:

- your name / company
- about the author
- a link to your website, pre-sell or squeeze page
- your email address

If you are a webmaster then you know what to do, if not this might be one part where you might need the help of a webmaster to do this correctly. Be sure to study other articles which appear under your term to see how their resource box works and link-don't forget your affiliate hop link.

Submit your article

You can start with these sites, they have a PR of more than 4 which means that they are getting enough traffic to help your SEO efforts. You can use these sites free of charge to submit as many articles as you want to. You can do this manually or get free or paid article submission software to submit multiple articles. I would suggest manually submitting your article, because if you use an auto submitter your article might not get accepted because the does not accept certain html codes such as `<a href=`

These sites have a Page Rank between 5 and 7; any article site that has a PR less than 5 forget. This will save tons of hours and time submitting to article directories that are not worth it. So don't waste your time submitting to article sites which have a low Page Rank-the sites listed below are only a few of the many sites where you can place your articles in.

PR 7

www.webknowhow.net
www.webpronews.com

PR-6

<http://www.selfseo.com/>
<http://www.weeno.com/>
<http://www.buzzle.com>

<http://www.ezinearticles.com>
<http://www.articledashboard.com>
<http://www.articles-hub.com>
<http://www.devpointer.net>
<http://www.marketingsource.com>
<http://www.articlesbase.com>
<http://www.selfgrowth.com/>

PR-5

<http://www.hotlib.com/articles/>
<http://www.articleworld.net>
<http://www.linkgrinder.com/>
<http://www.amazines.com>
<http://www.webmasterslibrary.com/>
<http://www.articlewheel.com/>
<http://www.JustArticles.com/>

You can check the fruit of your labour and see how many links are pointing towards your site by download a SEO toolbar from Firefox like the SEOmoz toolbar so you can see whether or not links on sites are search engine friendly. There's a handy button called "Show Nofollows" that shows you instantly whether a link is providing you with search engine value or not. Be careful not to submit to sites that don't give your links credibility.

You can get a broad overview of your incoming links by visiting Yahoo! and typing link: www.example.com - this will show many of the sites that are linking to you. If you are targeting a specific search phrase, you can contact these sites and request that they change the way they link to you.

Create a Bonus

One of the best ways to increase your possibilities of getting a sale is to offer a bonus for the product which you are selling, but your bonus must be of relevance to the product which you are selling. You need to create a bonus that will enhance or add value to your product- if you have any type of training video, e-product, an "advanced owners manual" would be the default option that you could present in your article, "pre-sell" in your website and review.

Information products are easy to create but you should also try brain storming to come up with other ideas. You could for instance offer a free website to the prospective buyer, send them to <http://www.templatemonster.com> and if

you know anyone who does graphics who you can team up with, offer graphics to go along with the website. Think about it you can do it...Your bonus should be a natural extension of the product and has to fulfil a need for the buyer of the product.

Some marketers use several bonuses when promoting a product, the alternative would be to create one bonus that will work for practically all of your promotions. You may already own several information products that you can use but never really thought about it. Several successful marketers just copy and paste a single technique they know and send it out with their bonus as part of their email.

If you would like to create a short guide or e-book, I would suggest first doing it in word and then use what I always use which is a free PrimoPDF converter, and make an Adobe Acrobat file out of it. Go to www.primopdf.com and download a free PDF converter.

If you are thinking about doing a video for training purposes or anything technical go to Camtasia Studio at www.techsmith.com for a free 30 day trial. Camtasia allows you to record your pc screen and do voiceovers for training videos.

My advice would be to take what you already know from the e-books that you have, personalize it and come up with your own product, brand it and try to explain in your article or pre-sell how it adds value to the product which you are selling. A good fall back option is an "advanced training guide" for the product you are promoting. Anyway what you have to do is, write your **pre-sell**, post it on the internet, drive traffic to your pre-sell through article marketing, make loads of money.

Smart and Safe Back link Building-Learn How to Make Your Link Building Natural

Free Traffic System this is one of the best ways of getting one way back links to your website that I know of. The free traffic system will automatically spin your articles for you and increase the back links to your website. You don't need to add any URLs because the system is set up to create the hyper links for you. By using this one website to submit your articles you will be on the very best road to getting your site on page one on Google.

The purpose is to get safe back link to your site and Free Traffic System will share with you their experience of getting 1st page ranking in Google for LOTS of different keywords in different niches without any problems with Google. No matter if you have decided to build back links with Free Traffic System or you want to build back links in ANY OTHER way. You still need to know how to build back links without it looking like link manipulation to the search engines.

The rule is simple – your back link building must look NATURAL to the search engines. You will never have any problems with Google or any other search engines if you grow your back links naturally, otherwise they would destroy their own search engine business! That is why if your back link building looks natural to Google, you will never have any problems.

When you register with [Free Traffic System](#), for every article that you write, you have the possibility to submit it to 30 different blogs. So instead of submitting your article to many article sites that probably has a PR of maybe 2, and hope that you get your article published, Free Traffic System will publish your articles immediately on 30 different sites and blogs which automatically puts you ahead of your competition, and the chances of you earning money in your niche is increased 30 times. This saves you a hell of a lot of time because if you manually submitted your article to 30 different article sites it would take you a few hours; with Free Traffic System you can accomplish this in 20 minutes.

Factors of Natural Link Building

Your back links must be of valuable to search engines! Today there are hundreds of links directory scripts that in a minute can create thousands of junk like pages, and these pages can give you thousands or millions of back links. But are these pages of ANY value to Google? No! In terms of value for the users of Google search engine who want to find quality information these pages are purely junk, and I'm sure that we can agree upon this.

But if you get a back link from a large content page, the value of this page (and this back link) increases instantly with Google. You created new information-this information is found by a person who used Google to surf the net. This means that you have more or less “bribed” Google with a very valuable gift-new information. Back links from these types of pages are worth gold, and with Free Traffic System you get back links from inside real blog post with unique content.

Your back links must be from non-duplicate pages!

Free Traffic System gives you the tool of automatically diversify your article. Inside the members area you can find a video where they show you how to easily diversify each of your articles with the help of `[spin][spin]` html tag. By spending just 5 minutes on your article you can be sure that each republication will look like non duplicate Content. This will hugely BOOST the value of your back links for Google, because Google will see that lots of non-duplicate pages from different sites are giving you back links. This is the most safe and natural way to grow links ever imaginable online.

Back links must be built from relevant sites.

I am pretty sure you would not have any major problems due to back linking from the irrelevant sites. Even though there is nothing drastically wrong with getting back links from irrelevant site, but it is MUCH BETTER to get back links from the sites in your industry or niche. Gardening fits nice with hobbies; finances fit niche with loans, debt freedom, retirement plans and business; health is ok with diets, wellness, basic life tips and fitness.

This is exactly what you are getting from the Free Traffic System.com website – they give you the choice of sites in different niches that are ready to publish your quality information and not touch your back links. You have maximum freedom is choosing the sites that correspond to the topic of your article. This will assure that your article is read by targeted visitors on these blogs which would be more likely to click on your links in the article, if the article grabbed their attention. And this instantly increases the SEO value of the back links.

Back links growth speed – don't over do it!

If your site is older (at least a few years in the Internet) and has gained some SEO trust, then even tons of new back links which have appeared to your site within 5 minutes will not hurt your site. Your site might crash because of heavy traffic, but this is another issue. But when a new site that is just building its SEO reputation starts getting dozens or even hundreds of back links in a short period of time-this looks very suspicious to Google and of ,course this would then be a big problem for you.

FreeTrafficSystem.com is a service where you can build an almost unlimited number of one way links per day. Your article gets republished on 30 sites maximum, with 2 back links from each article-this would give you up to 60 one way links from the publishing of the article! That means that when you create 10 articles per day – this would give you 600 back links per day!! I understand that most reasonable people would be tempted to do it this way and build hundreds of back links per day and I can only advise you to “NOT be greedy, don't be greedy”-and listen to the voice of reasonability. Remember, your link building efforts are suppose to look like they are growing naturally.

The anchor text

Anchor text-what is that?! The anchor text is a visible and clickable text in the hyperlink. Always use your keywords in your anchor text and diversify them. This factor is taken into account by Free Traffic System's service – you give their system several versions of anchor text and it will use one of the versions randomly when republishing your articles and building back links to your sites.

Let's say you want to see your site on the 1st page in Google for '**make money online**': I suggest using several anchor text versions like: **make money online-how to make money online-learn to make money online**. This will create natural looking back links and will ensure that your sites-with the help

of Free Traffic System's service-get a solid SEO reputation and long-term success from your link building efforts.

The anchor text is a visible and clickable text in the hyperlink. For example, the HTML code quoted below '**business and advertising network**' is the anchor text ` business and advertising network` and people who see the web page with this code in the Internet will simply see the '**business and advertising network**' text hyperlinked to the URL <http://www.rcmg-3.com>. Anchor text is a critical factors in getting good positions in search engines. This is because search engines treat anchor text as helpful information which explains what the page (to where the back links are pointed) is about. Anchor text diversification is a must for a safe and successful link building campaign.

The page which you are building back links to must contain your keywords.

So, you must make sure that the page which you are optimizing your website for contain your keyword in **meta title, meta description** and somewhere in the text of the page. This is all about adequacy and natural looks. Imagine how it can look for Google: 500 back links with anchor text 'best dog biscuits' pointing to a page which does not even mention your keyword. This is awkward and strange. Simple insertion of necessary keyword in meta title, meta description and text of the page instantly corrects the situation and the whole scheme starts looking natural and logical.

PROMOTE YOUR PRODUCT OR WEBSITE

If you have no list, money or website you can still successfully promote products and services and earn substantial income online, and you can do this through article marketing. Whether you decide to promote products using the methods that I have given you or if you decide to build a website on the keywords that you have targeted for your NICHE, the process is basically the same. The main concern that you should have about Google is Content-whether in your articles, reviews, pre-sells or your website. If you want to rank well in Google, relative quality content is one of the main elements that you need.

There are many ways to promote a product, email marketing, Adwords you name it, and lets say that you don't have any money to promote a product with, one of the best ways to do this would be to do article marketing. Article marketing is easy but require some concentration. You can promote through your articles reviews that directs to the vendors page and where it directs first to your pre-sell and then to the vendors page.

If you are pre-selling a product you need to make your pre-sell look as much like the vendors website as possible, and upload it to the internet. In your pre-

sell page you should use the keywords for the product which you are promoting-this page can also have a URL just like any other website, the difference being that it is only one page with anchor text and links to the vendors or your website. If you give your pre-sell a URL, make sure that the name of the product or website is contained in the URL.

Write your pre-sell with between 700 and 1500 words in it with pics of the product and anchor text links and place it on a HTML document. Put in the META content and description your keywords, and other related keywords, (not more than 500 characters) but very targeted that have a high search count and upload it to your website. The anchor text links should point to the product which your are promoting. At the bottom of your pre-sell place your keywords in the Copy write line, because if it is a website Google will crawl it just as any other URL.

If you have chosen a good niche the links that you placed in your pre-sell will lead customer to the product or website in question these are targeted customers and will usually click on your link if the article is interesting enough for them.

Marketing products using article sites can be very profitable. Write an article with at least 700 words and anchor text links in it that point to your pre-sell, website or the vendors website, and place your keywords strategically throughout the articles body, and submit your article to a free or paid article directory.

If you submit to a paying directory your article will usually be reviewed and posted to their site within 2 days, but if you use a free submission site this could sometimes take weeks, except when you submit your articles to Free Traffic System.com and if you are in a hurry too get your article up and on as many targeted websites and blogs as you can, this is the way to go. Get you article placed on 30 different blogs at once; and the more articles that you write that point to your website for instance the better your PR will get.

THE IMPORTANCE OF THE PRODUCT SELECTION PROCESS

If you're already familiar with any form of direct marketing or direct selling, you'll probably know about sales letters. If not, you'll need to know how to spot a good one so you can choose the right product to promote as an affiliate. Choosing the right product really could make all the difference between making easy money every day as an affiliate and making none at all.

You can easily earn \$300 or more every day as a ClickBank affiliate by knowing which products and sales letters work best to make money. By following my step-by-step methods of picking the right products to promote as an affiliate, you too can easily earn the same income that I and other affiliate marketers earn.

If you are in this to make money from your website, whether it's promoting affiliate programs or Google AdSense, choosing a profitable niche topic is the foundation of your site's success or failure. Once you choose which product you will promote make sure that you visit the website of the vendor. As an affiliate, you need to know and understand what a good sales letter should look like if you want to earn good money online. If you choose to promote a product with a "weak" sales letter, all of your efforts could be sadly in vain and you'll be wondering why you're not succeeding.

A good sales letter should have a powerful HEADLINE which is also something like a "Hook Line" in a song, all great songs have a great hook line:

At this point it doesn't matter how good the rest of the sales page was. *THEY WOULD NOT READ THAT FAR TO FIND OUT.* So how do we know a good headline? A good headline should state the BENEFITS of the product; what it can do for the customer. Notice I said benefits, not features. You see, there's a BIG difference between pointing out the features of the product...and pointing out the benefits.

These are the basic component of a good sales letter: I could go into more detail but it's not that important these are just the basic explanation of the different components

- **The Headline:**
A good headline has to communicate that the product can help the customer to solve their problem or achieve their goals QUICKLY and EASILY.
- **Frequent use of Sub-Headings through the Sales Letter:**
These sub-headings also have another very useful function: they communicate more BENEFITS of the product. The point is, not every potential customer has the time to read through a whole sales letter.
- **Short Sentences and Paragraphs:**
Here again, the product sales letter must be appealing to people in a rush. If the paragraphs are too long without breaks, it tends to both BORE readers and irritate people who are in a hurry, and ultimately, discourage them from staying, reading and buying the product.
- **Length of The Sales Letter:**
If I was reading a sales letter about a product that costs \$10,000.00 naturally I would want to have enough information about that product, in order to make an intelligent decision about buying
- **Testimonials:**
Every potential customer wants to know what current users of the product think about it. A testimonial is basically a success story by someone who has already purchased and used the product with good results.

- **Money-Back Guarantee:**

The one feature that you should always look out for in the Sales Letter when considering promoting a product as an affiliate is the "Money-Back Guarantee".

- **Attractive, colourful and clear nice specific visual images:**

Remember that the potential customer cannot physically see the product you're selling. So if the images do not look attractive on the webpage, they are less likely to have any TRUST in the product. It's hard enough to sell something to someone under normal circumstances. An unattractive and unclear Sales Letter makes it even more difficult. A good **rule of thumb** here is this: if the webpage looks attractive to you, it's likely it will look attractive to at least a good number of the prospective customers as well. So always look out for this when choosing a product to sell.

- **The Right PRICE:**

It is absolutely crucial that you only promote products that offer you a relatively high commission per sale. And in the beginning concentrate on one product at a time. You want to be sure to go for products that either have a high price or high value (where you get 50% or more of each sale)...or you can go for an affiliate program where the price is just average but you get up to 75% commission per sale. So, ultimately YOU have to decide if a program is worth promoting or not.

You can defy traditional marketing by pushing the right product at the right time and clean up...

Congratulations you now have a steady income stream

Here's to Your success
Don

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