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# Foreword

Ever question why a few Clickbank affiliates appear to make a mint marketing products while other people make only cents? Much comes down to knowing what products to pick out for your promotions in the first place.

Clickbank sells over ten thousand digital products at any one time. So how is an associate supposed to understand which of those products will make them cash? Some research will normally separate the good from the bad. However you have to understand what to look for.

And speculating you are new to the affiliate marketing fun and you've merely just heard about Clickbank and you haven't a clue how to continue. Or perhaps you're already an affiliate however things haven't been working for you.

This guide will set you on the correct road.

## ***Your Clickbank Market - Guide To Getting Started***

# Chapter 1:

## *Choosing Your Market*

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### Synopsis

One of the most important aspects to consider when starting your marketing efforts and creating a marketing plan is the analysis of your target demographic. By demographic I mean the target market which you wish to reach out to.



## **Choosing Your Market**

This target demographic or market is further broken down into location, ethnicity, income group, sex, age and other parameters.

Usually market analysis and demographic assessment is done during a product's initial concept and designing, however demographic assessment can also be done when you are trying to re-launch the product to a different market and a different demographic.

### **Why is it important to choose your Target Market?**

Target market determines the appropriate placement of your product in the scheme of things. Say, you are trying to launch a new car which is economical in the sense it is fuel efficient, stylish, comfortable and also great value for money.

Now let's take your target market, which are the connoisseurs of car, rich affluent and with a lot of social status and prestige. You are highly unlikely to make even a single sale to this target market.

The reason is this section of the overall market does not look for efficient and value for money automobiles. They need cars which can magnify their social status and also keep in line with their power and affluent lifestyle. They want status symbols, which can enhance the power and prestige and not fuel efficiency and value for money.

Choosing the right target market can be the difference between your product being a failure and a resounding success. Take the example of the Tata Nano, touted worldwide as the cheapest car. Even during the

initial news of the development of the car the Tatas managed to generate a significant interest in the car. It was billed as the cheapest car in the world at roughly \$2400 (at current exchange rates).

What made it an even more astonishing is that it was also proclaimed to be a safe car. From the initial announcement and the launch prices have soared by when they finally brought the car to hit the road they managed at a reasonable escalated price. This car was promised to change the average Indian drives and were primarily targeted at the two wheeler section of the Indian middle class.

Although sales were slow initially and there were some issues with the car initially, the common people seem to have taken into the car and sales are now picking up finally. Had the Tatas targeted a more affluent section of the society the car might have been ditched and it would have been an utter failure.

Importance of setting your target market is also important if you are planning to boost your revenue. In the above example the launch was correct and it was well targeted at the right section to attract maximum attention and interest.

In some cases a targeted marketing approach is also necessary to get a foothold into the market. Again coming to the example of cars say an international brand is entering a burgeoning market which has a lot of new potential car buyers in it.

The first strategy would be to launch a product that is the best bet. In the case of India for example, the burgeoning middle class is a powerful and massive segment. It practically drives the mid-sized car marketing strategy of major players. This segment needs cars that are

trendy, fuel efficient, safe and gives a great value for money. When launching a new car in this segment the first and foremost thing to remember are these aspects. Hyundai Motor Corporation's strategy is a case in the point. It started with its range of small cars to compete against the other popular brand Maruti Suzuki.

Today Hyundai is the second largest car manufacturer in India and from its two production facilities in India are also the largest car exporter. Once it has captured the heart and the minds of the small car segments they have started launching their premium cars targeting the richer segment of the market.

### **Target marketing strategies .**

**Marketing strategies can be broken down into the following difference categories:-**

#### **Single segment strategy**

In this the target market is a specific segment of the market and that section is marketed with a product mix. For small companies with limited marketing, distribution and production capabilities this is the approach of choice as it can handle that much of the market which is allowed by their current size and capacity.

Often large companies with a selective marketing strategy can also approach to find the product acceptance and the feasibility of a larger marketing strategy, such as pilot launch available in select markets only.



## **Selective specialization**

This is an approach which is defined by the strategy to market different products to different segments of the market to have a diverse product mix. Sometimes the same product is marketed but the marketing approach and the branding is different to create a difference to target the intended market segment.

## **Product specialization**

Companies often tend to specialize only on one product and then market it to different segments of the market. Their approach is marked with a high degree of product specialization together with a concentrated approach which revolves around only one product.

## **Market specialization**

When a company targets a specific segment of the market and then approaches them with different product mixes and strategies to market them it is an example of market specialization. For example in the clutter of the automobile market if a firm is only manufacturing trucks and approaching the specific segment which is interested in trucks it is an example of market specialization.

## **Full market coverage**

Market specialization is usually employed by large companies with a huge production capacity, and a wide sales and distribution network in place. They can leverage their capacity and reach to service the entire market and market them various products and services. Usually a market specialization is approached by companies with a

large product mix. They employ various mass marketing tips and have different strategy for different products and different segments of the market. Examples of a company adopting the market specialization approach would be Amway and Johnson and Johnson's.



# Chapter 2:

## *Researching It's Profitability*

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### Synopsis

Online marketing or for that matter any marketing strategy require a research for checking the profitability of the product that you are going to market. Profitability checking includes but not limited to the checking of the demand of the product, its competition and whether there is an opportunity for additional suppliers of the same product given the current demand and supply situation.



## ***Importance of profitability research***

In plain economic words if there are more supply than demand you will ideally reach a situation where you will be in a price war. The best option would be to enter a market when there is less supply than demand and there exists a healthy inflation and opportunity to make profit.

Profitability checking also ensures whether you will make enough profits by selling the product in question and thus be able to reach your revenue goals.

Selling in a market with very less profitability which is thin and not enough to justify the efforts to source, stock, market, sale and provide customer support and after sales service is an absolute mistake. Thus profitability checking prior to product launch is an absolute must.

### **How to approach a profitability research?**

Approaching a research for profitability online, the best option would be to check the market where you intend to market and sale your products. Say you are trying to sell an e-book on eBay on 'how to house train your dog'.

The first thing that you should do is to check out eBay for yourself and find out what is the relative competition from other sellers who are selling similar dog training books. As described in the opening paragraph the less the supply compared to the demand the more are your profitability chances.

You can set a higher price and make more money than having to live at a thin profit margin. There are several tools to check the relative concentration of products for the same or matching keyword. Say you want to find out how many products are listed on eBay with the keyword phrase 'dog training'.

There is a tool called Terapeak research which will provide you with valuable insight into the total number of such listings of such products, what is the selling rate and also the average sales price of such products. Cool! Isn't it?

this is invaluable when you are making your product profitability planning as also to find out details about the market and the demand of the product in that market. With this research material you can accordingly rethink the pricing strategy and also whether to even go-ahead and sell it to the target market that you originally decided to.

### **Checking the demand.**

The next thing that you should do is find out what is the demand for books on dog training on eBay. Again more demand is better for you and your profitability chances.

An easy to find what is the demand on eBay is to check the relative selling rate you have discovered using Terapeak in the last paragraph. This should give you an insight is how fast moving are the competitive products on this site.

### **Checking the competition.**

The more are the competitors in the target market the stiffer is going to be the opposition and hardships in getting your product sold. It is advisable to check out the pricing of your competitors and also their comparative sales and selling strategies before setting your own price.

If they are selling at a higher price and not getting enough sales, that should give you an indication of the market response. Some markets are very price conscious. Slight fluctuations are going to determine the difference between sales and no sale.

Say your product is targeted at home improvement tips (which is obviously a topic that has been written much on) and you are targeting a section which is very price conscious then chances are that a stiffer price will offset the buyers while your competitors who are asking for a lesser price will get their products sold.

### **Competitive intelligence.**

Check out your primary competitor and find out as much as you can about his selling strategy and product. Check out your product and your pricing strategy. If there is a possibility that your products have distinct edge over your competitor than it is obviously better to highlight those areas in your marketing strategy and accordingly use as your USP.

### **Product trend.**

Following the products trend in the market and what the customers are looking for is an important aspect of profitability checking. This helps in not only your current product sales but also the future sales because if you cannot predict or assess the trend and demands of the

customers you will probably miss a trick or two which your competitor more tuned to the market may not.

### **Product sourcing.**

One of the important aspects of checking product profitability is to find out a steady source for the product. Say you are dealing in imported White coffee from Ipoh (Which is a city in Malaysia) and selling it online.

Your first priority would be to have a steady supplier of the product from Ipoh, may be more than one, so that you know that when your current stock is hitting the re-order level you already have a reliable source to get fresh stock.

If your product sourcing is not reliable you not only have a problem of profitability because your orders will get cancelled, but your reputation will also take a plunge with your customers. Sourcing reliability also means that the price is relatively steady and is not going to have a situation when your supplier is going to withhold supply and ask for windfall gains at your expense.

### **Ancillary costs to sale the product.**

Additional things to consider in a product profitability research is the handling, stocking, shipping and distribution costs involved in the selling of the product. These costs are important aspects of selling and does affect your final pricing and your profitability margin.

# Chapter 3:

## *Gauging It's Demand*

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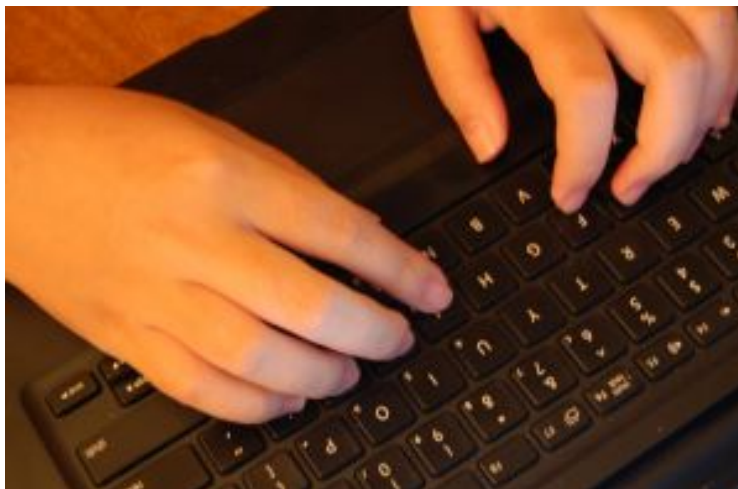
### **Synopsis**

Market demand analysis is the assessment of demand for a product and assessing how much of the product can be marketed and sold to the existing market.

It takes into account the availability of the product through other competing firms and also the resulting competition that the launch of the own product in the market.

Understanding the market demand is a key ingredient to measure product profitability and the achievement of the revenue goals for the company as a whole and the product as a cost centre.

Several steps and methods are used to gauge market demand and among a few the following needs mentioned –.





## **The Market.**

### **Identifying the target market**

The first step in gauging demand for a product is to identify the target market. Target market could be a segment out of a bigger market or the entire market depending upon the product that you are selling.

Say for example you are selling pickup trucks. As a salesman you need to understand what a pick up truck's USP is and what is the typical profile of customer of pickup trucks should be. A man in suit walking through the door is not necessarily a prospective customer looking for a pickup truck.

He may be just looking for a hatchback or may be a sedan for all you know. Pitching him for a pickup truck is most likely going to get him bored and you to lose him forever. Understanding your target market and its requirement is the first step towards making your marketing strategy work and to get your business to be profitable.

### **Understanding the competition in the market**

Understanding the competition in the market and also the share of it by several of your customers is essential thing to do when understanding market demand. The existing products and their USPs, comparative analysis between your products and those of your

competitors are essential elements to get started in your market demand analysis.

### **Understanding customer behavior**

An important thing to mention here is the ability to understand consumer behavior and the decision making pattern. An interesting incident will clarify the point further. Some years back we decided to replace our old refrigerator and were visiting an electronics shop to check out the available models. It was a little late and the shop owner was probably hitting the time to close.

We were checking out 4-5 models and were in the process of eliminating and deciding on the final one. Just about when we were arriving into the final decision I looked at the shop owner and saw he was anxiously looking at his watch with a bit of an irritation quite distinct on his face.

I realized that and immediately apologized to him for detaining him further than he was supposed. Instead of politely accepting it and asking me to carry on he replied that yes we were detaining him and that it is about to close.

A little amazed I decided to postpone my decision and again saying sorry stepped out of the shop. A good salesman would understand and try to read the minds of the customer. Here we were very apparent as both I and my wife were giving ample signs

(unintentionally) to understand that we were not merely checking but also deciding which one to buy. But he chose to ignore those signs and simply been blunt in him approach. About 3 days later we did buy the new fridge but we did not go back to that store.

### **Understanding the product cycle or stage in which the product is in the market**

This is very important in as much you don't want to be launching into a market that is already in a saturated stage of demand. There can be the following stages of demand in the market at any given point of time–

(a) Higher demand than supply. This is usually characterized by the first stage when there is a higher demand for the product than there is supply.

(b) In this stage there is a saturation of the demand and both supply and demand are in equal levels. This can also be termed as a break even stage. With the saturation in demand and supply the market usually is full of competitors and they are all trying to sell their products using various forms of advertising and promotions.

(c) The last is the decline stage when the demand for the product is at a decline. Newer product launched are less and very infrequent and margins of profit are very low as more competition prevails and there

are more supply than demand. This is the last stage of the product life cycle before it is disbanded and taken out of production.

We can give the examples of television here to drive home the point. Normal CRT television sets were prevalent during the early days of development of television.

Although in some markets they are still in demand and being sold, it has been entirely taken out of circulation in most countries. Stores no longer store them and practically nobody buys them anymore. The newest television technologies, including LCD, LED and 3D and Smart TV systems are the only ones in demand. These are the right now in various degrees of the first two stages of their life cycle, while CRT televisions are in the last stage of the same.

### **Creating a different USP for your products**

What makes your products different than the other varieties that are currently being sold in the market? What is the niche that your products will appeal to the target customers and are to be used by your sales staff as its USP?

Once you have done the market research and discovered the demand of the product, it is essential to emphasize and start focusing on the strengths of your product. It is always necessary to create a niche and differentiating your products from that of the other products in the market.

# Chapter 4:

## *Passion Versus Profitability*

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### Synopsis

Passion is a transformation of a person's love of something into an urge to do something with it. Some people would think about getting into music being their passion.

It is always advisable to do what you love rather than being forced into something just because of earning. The love and the dedication, when you do something out of passion, is natural and brings in a higher degree of commitment and urge to excel and perform rather when you are made to do it.



## **What You Like**

### **Great men who were passionate about their work**

Bill Gates' passion for writing software programs is legendary. Once a new office assistant, who had joined recently, walked into his room to discover that someone was sleeping under the table. She raised a cry in horror and later it was discovered that it was the great man himself.

Another fine example was of Mr. Shibulal, director at the Indian software company Infosys. His then boss N.R. Narayana Murthy working at a different company had once ordered him not to leave the office until he had completed a piece of work that was assigned to him. Two days later Murthy happened to be passing by his office and he noticed Shibulal was in his lungi (an Indian attire worn more at home) still working truthfully and as per the wishes of his boss.

Passion is integral for success in any form of business or for that matter in any form of social life. Most business start ups have passionate people at the help who start working with a lot of urge and urgency into their activities. However there are not many that see the light of day at the end of the tunnel. The reason? Well passion may be internal or may be circumstantial but can only be sustainable when you love what you do.

As a result most startup companies in their third or fourth year of operation tend to die out and fade away when their promoters lose their passion. It is important to know that in entrepreneurship more than anywhere else you need to be genuinely passionate about what

you are doing and not following a distinct trend or pattern of general behavior. What is meant by this is that there was a trend not much time back when mushrooming bunch of companies appeared to be growing out of nowhere and then falling and dying away within a few years.

The digital burst as we call it now was a time when pattern and trend was of more importance in business enterprises than passion or love of doing something. So many young entrepreneurs were obsessed with the urge to drop out of college and starting on an idea. The problem is half of them were following trend and may be deep down they did not have the necessary passion to stay the course and see their companies survive and succeed.

### **Identifying your passion**

How to identify what is your passion is an intriguing question. Imagine growing up you are bound to be enjoying doing something more than others. That enjoyment of being able to do something better than others can form your passion later on in the years to come.

Usually one would identify ones passion when s/he is growing up and his/her instincts about something s/he enjoys doing is only going to increase. What s/he needs is the encouragement and patronage from parents and seniors to be able to seriously devote time into it. Coming back to Bill Gates, he was hooked on to computers at a very early age. At the age of 17 years he sold his first software ever written.

One of the greatest swimmers of all times and the only swimmer to have won six gold medals in a single world event (at the 2001 world

aquatics championship) and the second highest tally of international events gold medals over a career Ian Thorpe or Thorpedo as he is fondly called, got introduced to the pool at an age of five years.

Quite by accident he discovered that he loved swimming. However it has to be mentioned that a lot of support and patronage of his father was involved in his taking up swimming. The passion that he developed at his younger age lasted him through his career and all the gold medals and countless recognition that he received was a testimony to the fact that he enjoyed what he did.

### **How passion can affect profitability?**

Although passion is not transformed into material gains and people who are passionate about something will not actually think about profitability and material gains when doing it, but yet there is a distinct relationship in business terms, between profitability and passion. Say you are running a business that works on selling travel packages and you simply adore travel and seeing new places.

When you are talking to a prospective client you will keen to help him/her out and suggest the best solutions and travel packages. The fact that you love travel is going to reflect in the manner you are dealing with your client and not merely appear that you are doing a job.

This positive energy that comes naturally from the fact that you love traveling is going to impress your client. This naturally means repeat business, reference and also more profits for your business.



I happened to have some issues about an online booking for my Christmas travel a few years back and so I called up this help line number where I was greeted by this bright young lady who answered my call.

As I was trying to express my issues about the quality of hotel in the travel itinerary and asking if I can get an alternative arrangement, the lady appeared not only very helpful but also knowledgeable about the destination and the hotels.

I am sure they get their brief well these days but I definitely was impressed by the positive concern that she reflected in her voice and genuinely went about arranging for alternative accommodations for my stay. I did happen to ask her and got the reply that she loves traveling herself and has visited the location.



# Chapter 5:

## *Internet Marketing Niche Or Niche Markets?*

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### Synopsis

While discussing about internet marketing niche we need to first understand about what internet marketing is and how it creates a niche marketing opportunity for an average marketer.



## **Choosing The Market**

The first thing to note is internet marketing like any other forms of marketing it comprised of the basic elements of identifying your target customers and then reaching out to them effectively using carefully designed messages that convinces them about the product. The final idea is of course to ensure that the sale figures goes up and the profitability of the company is maintained.

### **Internet marketing**

So how is internet marketing done? Internet marketing can be comprised of banner advertising, email marketing, affiliate marketing and social media marketing. Banner advertising is one of the earliest forms of advertising on the internet.

Due to the popularity of the simple banners that animated (at a later more advanced stage of internet advertising), enlarged, flickered and engaged the prospective customers were effective is getting huge budgets of advertising money spent on to them. At the early stages of course internet advertising was not a great force and marketers were still trying to find out how they can leverage this new form of media.

Performance based marketing was not known at that time and advertisers were content simply buy buying inventories of impressions at a cost per thousand impressions (CPM) rate. Slowly rich media advertising came into existence and people started using more and more targeted and performance based advertising models.

Email marketing as an advertising model became very popular mainly because it was now possible to reach out to the prospective customers

email and ensure that he has knowledge of the product. More and more intrusive forms of advertising like pop-ups and email marketing started to be serve out to the customers.

Both banner and email marketing had their own set of positives and negatives and we can discuss that at a later stage but evidently now marketers have a niche marketing media which ensured that unlike television is more interactive, measurable and is highly targeted based on whatever metrics and demographic you choose.

### **Google adwords and its marketing niche**

A case in the point can be made about Google adwords. By now every internet user would be aware of the columns of advertising snippets that comes on the Google search pages and also on various websites that we visit.

Magically these advertisements always tend to hover around the subjects that we are searching about or the type of site that we are visiting. This is what we call as targeted advertising. Google does this better than most other online companies and they have created a separate niche for their adwords advertising programs.

How adwords work? This can be explained with a small example. Say, you are selling travel books online and ship pretty much anywhere on the globe.

Anyone who is looking for travel related information or travel guidelines would be a prospective customer for you. Ideally you would be able to target any one above the age of 18 and with a credit card and is interested in information about traveling destinations and

basically anything to do with traveling. Using Google Adwords you can purchase clicks for specific keywords say 'travel books' or 'travel books online' or 'cheap travel books' and allow your advertising to be shown to any one searching for these keywords on their search box.

Google's adwords pay per click program (or PPC as it is otherwise known) shows your advertisement whenever someone types the above keywords. Not only that you will be able to geo-target these advertisements to show them to specific countries or geographical locations only.

Say you are getting a lot of conversions from the United States and you want have all your clicks go to US customers only, all you have to do is select the target country/geo-location and only users from USA will be able to see your advertisement when they search using the above keywords. This increases the chances of your conversion and also reduces dramatically your cost per acquisition.

Here acquisition is the sale of book. Your total sales amount divided by the cost of the total number of clicks is the formula to derive it. Moreover the beauty of the system is it allows you to check what the competition of the keyword that you have selected are like and what are the chances of getting clicks and thereby calculate your CPA before starting the advertising campaign.

### **How internet creates a niche market**

Internet advertising helps in creating a niche market for you which is different to the traditional broadcast and other mass media like print and radio. Internet marketing has instant and far reaching effects on the branding of the product and usually converts into business in an

instant. You watch a television commercial and you will wait till the next time you go to the store to buy that product. If you are sitting on your computer with an e-wallet, you see something and you like it you may instantly buy it.

It is more interactive and more engaging compared to traditional mass media advertising. Target customers on the internet are usually literate, carrying some degree of social status, are tech-savvy, and are usually accustomed to use the internet for their work, education and entertainment.

These are potential target customers which are however very difficult to reach out to on the traditional media front. with the availability and price of computers coming down and faster far better equipments now becoming available, an increasing section of the market is moving more and more on to the internet for everything, right from their morning news, to work related activities, education, communication and entertainment.

On an average they spend more than nine hours day on the computer hooked on to the internet than in front of any other media. Thus the internet creates a niche market which is increasingly important in the marketing mix of an average marketer and is one of the best ways to reach out to an affluent section of the market.

# Chapter 6:

## *Some Best Selling Internet Marketing Product Ideas*

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### **Synopsis**

Thinking about a way to reach out to your customers on their mobile phones? Local Mobile Monopoly is just the thing for you.

With less than 1% of businesses currently employing mobile marketing strategies this is a niche area for any marketing efforts and provides an opportunity to reach out to your customers before your competitor does.

How does Local Mobile Monopoly works? Local Mobile Monopoly is a way to send out mobile text messages by businesses which are trying to reach out to their customers in the local area.

Whatever your business might be, Local Mobile Monopoly has a solution for you.

## **Different Choices?**

### **Local Mobile Monopoly**

How it works? Take an example, of Sam. Sam is the owner of a local flower shop. He decides to use February 14 as a day to boost his flower sales and contacts Local Mobile Monopoly to help him out.

On February 14 morning, customers in the local area above the age of 18 receive an SMS which says fresh flowers are available at a bargain price. In order to boost his sales further, he gives away a discount code, if you show the discount code to Sam when you purchase he will give you a discount of 15%.

Sam gets 300 customers that day alone who visited his store, he further got additional phone calls for flower delivery from an additional 150 customers. Sam did not expect it to be have such a stupendous turn out and had to contact other flower shops in the locality to source flowers for his delivery.

With very few local businesses currently using mobile marketing this form of advertising is still quite niche and have a tremendous opportunity to be tapped.

### **Chris Ferrell membership**

Chris Ferrell is an online marketing guru whose self proclaimed marketing strategies helps him make thousands of dollars in a days worth of work.



How he does it? Well Chris emphasizes on the point that products are not business and just by having a product you cannot have business and if you do not have a business you are not making money.

He goes on to emphasis that there are millions of websites on the internet with products but they are not making money because they are not having the vision to go out and market them to the one important factor, their customers.

The best way to make money online as per Chris is to use email marketing, which he says can be achieved using a lot of innovative strategy and also having an website that you can use to collect emails.

Collecting email seems to be the core factor for successfully making money online as per Chris. Once you have that email list you can use it to market your products and make money online.

### **Dave Guindon's Exit Splash**

Dave Guindon's Exit Splash is a cool tool to generated codes for attracting more customers who would otherwise leave your website and turn them into buying customers.

All you need to do is to sign up for the program and using the powerful tool which can be easily tweaked to create your own codes and copy paste them on to your website. It is that simple and it helps you to retain customers who would otherwise be difficult to be retained or converted.

Dave Guindon's Exit Splash is a wonderful tool that is easy to use and effective and brings measurable results in customer retention and

works as a great marketing tool to convert hidden opportunities and generate extra sales and cash from it.

### **Easy Video Player**

Easy Video Player is a cool tool to use video in online marketing and affiliate sales strategies. Being an online marketer sometimes it is hard to drive home the point even after creating champion sales copy and using a layout that works.

Some times what you really need is a video. Short, clear and to the point that drives home the USP of the product in question and convert not so sure situations into confirm sales.

Whats more it is possible for your affiliates to use their own affiliate links embedded on to the video using Easy Video Player. It becomes doubly effective now with this feature. Easy Video Player is a hosted service that means it needs to be installed on server to be able to be played on a browser.

You can choose to host your videos on Amazon web services or any third party web hosting and play them back using Easy Video Player. Ensure that whatever hosting service you are using needs to have at least php and mysql installed on it to support Easy Video Player.

Need an opt-in box? You got it! With Easy Video Player now you have the option to add an opt- in box right inside the video player box. Imagine how his is going to impact your email list acquisition.

You can also choose to place buy now buttons right on the video box. Also another option is an auto redirect that enables you to redirect

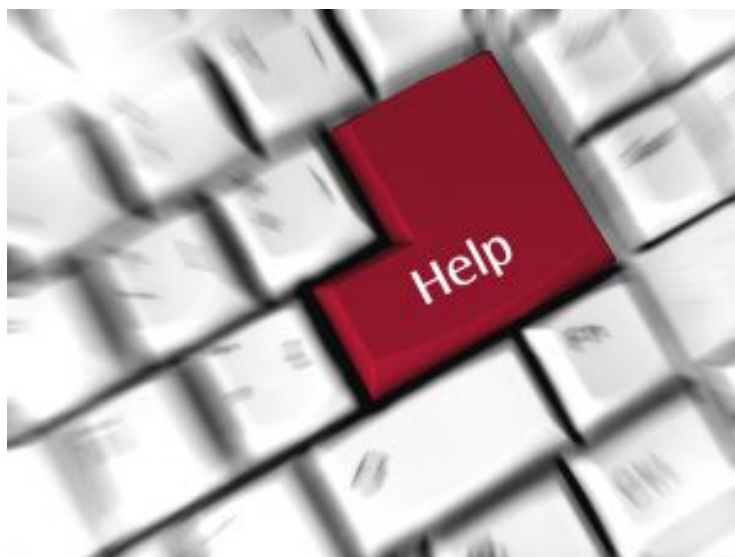
the user to another site after the video has stopped playing. To top it all Easy Video Player comes with a statistics option that allows you to check how many videos have been viewed and where the users are coming to your website from and how many sales have been made against each video.

## **Underachiever Secrets**

Underachiever Secrets is a marketing strategy developed by Russell Branson whose tight lipped program is now a strategy that is being fascinating marketers across the world.

The approach revolves around the creating of multiple websites on various topics. You can decide on whatever topics you wish to create the website and then use websites to market various plr products.

The whole process of creating the websites should not take much time as this can be created using software and the minimum turnaround time could be anywhere between one hour to one and a half hour.



# Chapter 7:

## *Some Best Selling Niche Marketing Product Ideas*

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### **Synopsis**

How to conceive the gender of your choice has been a great success story since 1996. it has been spreading smiles thousands of families across the world helping them to get the 'pink' or 'blue' baby of their choice using simple and easy to follow and proven techniques.

For years it has been a mystery for billions of families about how to conceive the baby of their choice.



## **Some Ideas**

### **How to conceive the gender of your choice**

This age old mystery is the reason why countless women in some cultures across the globe are pressurized to conceive again and again and often against their will just to conceive the baby of their choice. Imagine how convenient would it be if you can simply follow a set of rules to conceive the baby of your choice.

This amazing technique which claims to have completely changed the lives of thousands of families across the globe is maintained and supported by the Birth Planning Centre. It helps couples to have the baby of their choice using a set of rules that helps them conceive at the right date and at the right pH level of the mother-to-be to ensure that they get their choice of baby boy or baby girl. Ensuring that the right pH level is maintained helps in creating the right environment for the correct chromosome to meet the egg and fertilize.

The higher the acidity level of the women's tract the lesser are the chances for the Y chromosome to fertilize the egg and conversely the more alkaline the tract is the lesser chances for the X chromosome to fertilize the egg.

Choosing the right alkaline level is the first and foremost thing to do when trying to conceive the baby of your choice. After delivery success rate of over 94% over 15 years this is by far one of the most successful program ever to have ever been conceived to give assured results.

## **The magic of making up**

The magic of making up is a proven guideline which helps in patching up with your ex and making sure that you have the spark return back into your lives.

Around 90% of breakups happen because of lack of communication between the partners and that is why the author suggests that at least 90% of breakups deserve a second chance, and can work again if both the partners are willing to work together. This technique is proven and has helped countless couples to get back together and salvage their relationship from getting destroyed.

## **Fat Burning Furnace**

Worried about how you can increase your resting metabolic rate (RMR)? Don't worry, Rob Poulos have just the thing for you. With the help of Fat Burning Furnace program which helps in increasing your RMR, you can get back into that slim trim shape you always craved for and never could get going.

It is a step by step guide into doing this so that your body will burn more calories a day than it does normally and thus reduce your BMI and also tone your body. Rob is not particularly a great fan of long workouts and even does not suggest any sort of cardio vascular exercises to keep oneself in shape.

His secret is in weight training which you can do just by spending 25 – 30 minutes a day just about three times a week. As you move further into the program you can only do the training routine for only

two times a day. Rob insists on doing the exercises that he suggests in a slow regulated movement. The idea is to tire your muscles out and ensure that only one exercise has the desired effect unlike in most cases where other authors will suggest a three step routine. That is the reason Rob's formula is fast and takes less time.

It also has a lengthy discussion (about 35 pages) on what you should be eating and to take care what you consume and to avoid having fats and other substances which your body does not need. The exercise routines are available in three different packages Deluxe, Ultimate and the BlowTorch upgrade.

While the Deluxe and the Ultimate costing the same it is advisable to take that one as it is more beneficial to take it. the BlowTorch version is the best by far as it gives everything that the Ultimate edition gives plus a 21 page digital manual and 7 videos which is a helpful training guide done by the author himself to show you the process.

### **The women men adore**

The women men adore by Bob Grant is a powerful insight into a man's mind and gives some useful tips to a woman to ensure that she has the man she loves in her life and how to keep him by her side for all times. This powerful step by step guide was written to ensure relationship lasts and save women from the devastations that usually results from broken relationships.

If you love someone and deserve him, you ought to be with him forever, this is the simple truth. The women men adore simply does that giving insightful tips into what men like and what they adore in a women and what you can do to make sure that your prince charming

is always with you. Do you know what to speak to a man so that he will be powerless to resist your charm and you can keep him powerless for as long as you please? Well this book covers all these and much more.

### **Magnets for Energy**

One of the topmost of all expenses is the power costs that a home spends in order to drive their electrical apparatus. It is probably the second most amounts that a home spends after mortgage costs. Imagine a power source that can reduce your dependence on the power grid for energy?

Well some will say alternative sources of energy are already around with solar photo voltaic cells and wind energy, but this one which is taken from the concept of magnetic current is different.

Using the natural magnet's attracting and repelling forces you can create magnetic current which can be used to charge a battery which can in turn power the electrical apparatus in your home. This is a truly amazing way to power your home and thus ensure that you power bills are cut drastically.



# Chapter 8:

## *Summarizing Your Research*

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### Synopsis

Clickbank offers a plethora of opportunity for both the affiliate and the merchant. It is rewarding for the affiliate for s/he can spend time on only one thing that s/he is good at and that is online marketing and promotion of products whereas the merchant can invest time into what he finds his best involvement creating new products.



## **In Summary**

The basic idea of Clickbank is to provide a platform for both the affiliate and the merchant to benefit from each other by sharing each other's skills to promote their mutual interests.

A merchant who is not conversant with internet marketing will be able to use the experience and knowledge of the affiliate and thus market his products to a large audience and achieve sales. Similarly an affiliate who may not be an expert in writing books on different topics can use his knowledge in online marketing and help with his knowledge to sell the products of the merchant, thus earning a commission for himself in the process.

Whether you wish to be an affiliate or a merchant solely depends upon your skills and your interest. A person may be equally good at both, but for the sake of comparison let's assume you can be either one. In this case if you are good with marketing and have the knowledge and know how to make a successful online marketing program then it is certainly beneficial for you to stay in online marketing. Your insight and knowledge can help other merchants to showcase and sell their products online.

It is imperative to understand that business is not driven by products, it is driven by customers. If you do not have customers you do not have the necessary driving force behind your business. You are not only lacking the money flow which is the life blood of any business but also your business is not moving anywhere. No matter how big your infrastructure is, it is always important to have customers and repeat customers more than anything else.

The other option to being an affiliate is to become a merchant. Now being a merchant can be a little intimidating for some. Small businesses are often found lacking the necessary urge and passion which can sustain its operation over a significant length of time.

We have heard of many small businesses which have come and gone not seeing more than two or three years of their life time. The reason is often small business entrepreneurs lose their focus very quickly. It is an impatient world out there which wants results to happen overnight. In business success never comes that way. It is certainly an understatement to say simply that business is pure hard work.

In the words of Thomas Alva Edison, its 1% inspiration and 99% perspiration. So why be a merchant when you can be an affiliate? Being a merchant means controlling more than one aspect of business and making sure that all the wheels of this giant machinery are running in perfect co-ordination to each other ensuring that the business runs smooth and your customers stay happy.

However it means considerable time and energy spent into managing different things. The kick that you get out of this certainly apart from the money part is the satisfaction of having created something and satisfying thousands if not millions of customers. Also being a merchant or an affiliate is something to do with what an individual enjoys doing.

Say someone is genuinely interested in online marketing he not only loves doing it but follows it like a passion. There is a huge chance that this individual is going to be successful in what he does. The reason is passion brings commitment and a natural urge to excel in what an

individual persists in. this is the keystone which differentiates between an average player and someone who appears a genius.

Certainly hard work is a big thing, but if you are not enjoying what you are doing then it is most likely that you will be a failure at the end of the day. It is pertinent to mention that if you feel you are not enjoying something, move out, get out and start doing what you ,do best, you still have time.

There are certain rules to product profitability that both the affiliate and the merchant needs to take care of. Product profitability is the first thing to assess when you are planning to launch a new product.

Things to ascertain are if there is a demand for the product in the market or not. At what stage is the market at the current level? Is the market susceptible to change due to introduction of a new product? How's the competition in the market and what are their marketing USPs. What is going to be your marketing USP? Consideration of all these facts is important to decide whether it is the right time to launch a new product in the market.

Customers are the single most important thing for any business and as described above is the life blood for any business. As such every business needs to have a powerful and effective customer retention strategy.

It is important to understand that it is up to 60% more cost effective to sell to existing clients than it is to get new clients. So it is imperative that you are spending time to retain and keep your customers.

Most businesses do not always have a good application of their customer retention strategies. They are either not having any customer retention strategy or not following that at all.

Most customers use your products because they feel that it is genuinely having a benefiting effect on their life style and are thus interested to buy it. However it needs to be understood that customer loyalty is having shelf life of a banana in the modern marketing world.

As soon as your competition has launched something even better than yours your trusted and loyal customers will be gone in a flash. So it is imperative to follow the trend and also keep surprising your customers.



# Wrapping Up

Over all marketing using various methods including both traditional and nontraditional media and using Clickbank and other forms of affiliate marketing are all but ways to connect with customers. The key to success is how to retain them and keep them happy.