

Rapid Review Riches

A Complete Strategy For Profiting With Product Reviews

Brought to You By: CJ Mollo

<http://cjmarketingtools.info>

You MAY Give This Report Away to Help Others!

The Story

“I think I’m one of the 95% who doesn’t succeed and gives up.”

This quote was from an email that I received recently from one of my subscribers. I felt absolutely terrible after reading it. I felt like I had not been doing my job as a marketer. I was supposed to be providing my subscribers with information that would help them prosper as Internet Marketers, and yet here was this email from an extremely discouraged individual.

Was I fulfilling the promise I made on my squeeze page? This email led to believe that the answer to that question might be “no”.

I immediately wrote back to this individual with some words of encouragement, sharing my own trials and tribulations and letting this gentleman know that he is not alone in this feeling, and that if he sticks with it, he will succeed. “I’ll help you”, I told him.

That was the motivation behind writing this report and the experiment that I decided to conduct.

My goal: To employ a simple, yet profitable, article marketing, blogging, and social media tactic that is easy for a “newbie” to understand and employ.

In short, I want to show the new Internet Marketer an easy way to make decent money online. So, I went back to basics, adding some of my own little twists, and got some pretty great results!

I think it’s important to show you what you can do when you apply proven techniques and don’t overthink it. This is a screen shot from a Clickbank account that I opened to conduct this experiment. The results are from 3 reviews that I wrote about 3 top selling Clickbank products in the Internet Marketing niche.

Weekly Sales Snapshot

| Week Ending | Gross Sales |
|---|-------------|
| 2011-03-30 (current week) | \$179.13 |
| 2011-03-23 | \$250.10 |
| 2011-03-16 | \$230.28 |
| 2011-03-09 | \$55.81 |
| 2011-03-02 | \$66.69 |

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As you can see, I made \$782.01 in less than 30 days!

In this short, but extremely powerful report, I WILL show you EXACTLY how I did it! And let me tell you, folks, there is nothing more exhilarating than to come home from work, log in to your Clickbank account, and see results like these:

Wed Mar 09 \$143.62 

It wasn't difficult, nor was it complicated. After you are finished reading this report, you will be able to duplicate these results!

Why Are Reviews So Powerful?

Reviews are said to be the most important component of affiliate marketing. There are some subtle and not-so-subtle reasons for that.

1. People like to feel you're in their "corner". When an affiliate marketer takes the time to nurture the members of her niche, solve their problems and look out for their interests, each member comes to trust the person who does good things for them – and consistently helps them succeed.

How do you do all these good things?

By finding them exactly the product they need to solve this week's problem or enhance their lives (or even just their hobby). You do this by focusing on their problem, not on the product. Strange as this may sound.

After you've showed them the pros and cons of a product, directing them to your affiliate link should feel as if it's almost an afterthought, or – even better – as helpfully supplying the exact way to do what you've just been talking about.

2. People don't like being "sold" to. Nobody likes to be manipulated, and that's what the old-school style of aggressive selling amounts to, in most people's minds today. When you've shared a secret method of making money with your reader, it should feel as if you've truly shared a secret method, and helped them in the process.

This level of service is what online readers demand nowadays. Yes, "in your face" selling still works – but at the cost of your credibility, if your skills aren't quite at the level of Billy Mays or Anthony Sullivan. You're seen as the next best thing to a carnival hawker; and while these people do a unique and mesmerizing job and that comment is not

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meant to judge them, there's a reason most of them end their days as carnival hawkers, still living on a shoestring; and not living next door to another celebrity or otherwise enjoying their particular dream lifestyle.

But there's another, far simpler reason to avoid "hard sell" techniques, and it has nothing to do with your customers: Most affiliate marketers just don't have the "hard sell" personality. They don't enjoy manipulating and pushing people into buying. They actually enjoy finding products people rave about. And all of us love a good paycheck – one that allows us to comfortably live the lifestyle we've chosen, taking care of people we love. Writing reviews is a perfect way to:

- Recommend products you've tried that really work
- Show people how to solve a problem
- Make a connection, and enjoy a relationship with your readers

In fact, affiliate review blogging embodies this softer sell, service-based method of selling – as well as helping you comfortably maintain your integrity and ethics.

Is It a Lot of Work?

Affiliate review blogging is something you can do full-time, or part-time. It doesn't take long to reach authority status, particularly once top marketers or professionals in a niche notice that your reviews bring them sales – and list members notice you always bring them good advice.

In fact, you really can work relatively short hours a day, once you've got your methods down pat, and no longer have to look up how to set up a WordPress blog or how to create an affiliate link redirect.

You can spend as much or as little time you like in promoting and driving traffic to those blogs, too – but you can do it in a way that fits in with your lifestyle and personality preferences.

If you hate making videos, you don't have to. If you've got no time for Facebook, work from Twitter. If the whole social marketing scene drives you insane, focus your efforts on press releases and article marketing instead (and you don't have to spend more time at these than you would on review writing, either, to achieve solid success).

Part 1 – Is Article Marketing “Dead”?

I'm sure that you are probably aware of the recent changes to Google's algorithm. I honestly can't believe the amount of hype it has caused in the Internet Marketing community!

I've read several threads on forums like Warrior Forum and Digital Point, and the hysteria is actually quite amusing. However, it's also dangerous in the respect that if you buy into it, it will undoubtedly hurt your wallet.

You'll hear many marketers crying the words, "Article Marketing is dead!" Actually, nothing could be farther from the truth. If anything, those of us who write top quality content will only see better results in the near future.

The algorithm changes affect the lazy and unscrupulous marketers and bloggers who "scrape" content from the internet, spin it (or just publish it as is), and use it to rank "content farms" and get organic traffic from Google.

Scraping is usually done with software, and what the software does is locate content all over the internet based on certain keywords. Then, the "scraper" can either spin the content or just publish it as is on their autoblogs or static content sites.

The problem with scraped content is that it is either butchered all to hell by spinning, or your links are excluded or replaced by the scaper's own affiliate links. The worst part of it is that many times these autoblogs can outrank top article directory sites like Ezine Articles and Articles Base.

The new algorithm changes will affect these autoblogs and other "content farms". They will not affect the hard working writer who consistently produces top quality reviews and content and does it by the book (that means YOU).

If anything, the results I have generated within the last 30 days prove that beyond a reasonable doubt!

I think the best way to demonstrate this method to you is to break it down into simple, easy to follow steps. So, let's begin!

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Step 1 – Your Blog

First and foremost, you will need to set up your blog. This will require you to have web hosting and a domain. If you don't want to go that route, you can use a free blog from Blogger. However, let me caution you – Blogger has a habit of removing review blogs without warning. As well, self-hosted Wordpress blogs tend to rank much faster and better in Google and the other top search engines like Yahoo and Bing.

It's not expensive, or complicated, to set up a self-hosted Wordpress blog. I'm not going to go over the particulars of setting up website hosting and a blog. That's not what this report is about. However, I will tell you that you can learn exactly how to do it for free at my [Niche Blog Riches](#) membership site. There are 30+ video tutorials there and a load of free ebooks and themes for your benefit. It's free, so take advantage of it! You can join here anytime:

<http://cashblogs.info>

As for a theme, I use the default Wordpress theme with a few modifications. It's called "Twenty Ten", and it will be automatically installed with Wordpress. I remove the blog header image as I think it takes away from the content. You can choose to do so or you can put your own personalized image or logo there. I love the theme because it is highly customizable, it's SEO optimized, and the posts are easy to read. Here is what my theme looks like:

CJ's Internet Marketing & Review

The Best Article Marketing, List Building, Blogging & Reviews!

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Income Infuser Review – The Review That Reveals What The Others WON'T!

Posted on March 10, 2011 by Chris

Click the "Play" button to watch the video!



Welcome to my [Income Infuser](#) "insider" review! I first came across the Income Infuser sales page last week after I had checked my PayPal account and realized I had some extra cash.

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As you can see, there is nothing complicated or confusing here. It's simple, yet effective.

You might be asking yourself why it's important to have a blog. It's important because most article directories will not allow you to link directly to a Clickbank sales page. Therefore, it's necessary to create what's called a landing page. A landing page basically acts as an intermediary between the article directory and the sales page.

Also, having a blog gives you the opportunity to attract lots of organic traffic directly from the search engines to your reviews, and that traffic is targeted and very valuable.

One of the major problems that newbies have is what I call "information overload". They are so eager to make money that they try and take in too much information instead of just finding one proven method and sticking with it.

In this report, I'm going to give you that simplified method which I think you'll find extremely effective.

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Step 2 – Choosing Products & Writing Reviews

This is another step that is simple and should be kept that way. The products that you review should be products that are found on the first or second page of your chosen niche in the Clickbank Marketplace.

The most popular products with the highest gravity are the best ones to review. These are usually the newest releases (launches), and these products are what the marketing community is usually talking about. Also, these products will be the easiest to rank for because hopefully there have not been thousands of reviews already written about them.

The key here is to find about the newest Clickbank product launches and write the reviews almost immediately. If you choose to review a Clickbank product that has been on the market for a year or more, your chances of getting any traffic or ranking your review will be slim to none. Therefore, you want to review new, popular products.

Here are several tips:

1. Buy the products you review.

The biggest mistake I see newbies (and experts alike) make is reviewing products that they don't own. Whenever I read a review like this, I can instantly tell that the reviewer does not own the product.

So why should I pay attention to that kind of review? The answer is - I shouldn't. And I probably won't. Guess what? If I feel that way, so do most others.

Now, I know that as a newbie, the idea is to make money, not spend it. I get that. I do. However, I want you to understand something. And that is – You need to invest money to make money. It's like that in any regular brick & mortar business, right? So why shouldn't it be like that in an online business as well?

The reason why I buy all of those products I review is simple. It gives me lots of credibility. And credibility is what you'll need if you are to convince a prospective buyer to purchase through your review blog.

Also, and I will go over this shortly, I like to include what I call "insider" videos with my reviews. These are screen capture videos where I actually go into the download page, or members area, of the product and show the customer what they will get if they purchase!

Talk about credibility...That is credibility times 1000!

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It shows that not only do I own the product, but I love it enough to make a video about it and show others all of the benefits of owning it!

I know that a lot of what you read in this report will probably go against what you have heard a newbie should do. Taking a review template and filling in the blanks with information from a sales page is all well and good, but if you really want results you have to gain the prospective buyer's trust, and the only way to do that is to reassure them that you own this product, and you love it!

2. Don't review products you don't like.

Let's face it, you are in this to make money. Right? So why would you review a product that you don't like? Most Internet Marketers think that you should review every single new Clickbank product that launches from now until the end of time. You can do that if you like, but you'll only be creating a ton of work for yourself that won't really give you the results you desire.

As I showed you earlier, I made more than \$400 in less than 30 days from just 3 reviews. I bought 10 top Clickbank products, but I only chose to review 3. Why? Because 7 of them were crap and I didn't like them. I'm not going to recommend a product to others that I think is crap.

I got my money back, instead, which is another headache you could have if you decided to review products that you don't like and wouldn't keep and use yourself. The number of commissions you make will be cut by more than half due to the amount of refunds.

Unfortunately, you'll find that roughly 70% of the products in the Internet Marketing niche that are sold on Clickbank are not very good. So, you simply don't review those.

I know that you've heard that in every review you need to list the negative points and things you didn't like as well as what you liked. Well, I'm here to tell you that's a load of garbage!

If you buy a product, love it, and decide to recommend it to others, then there is no reason to start listing negative points about it. That will only serve to decrease the number of commissions you get, and it's a bad idea that has been handed down for years in Internet Marketing. Besides, what you don't like about a product, others may love.

Once you have confidence in a product, you only need to project positive energy and your enthusiasm about the product will be automatically felt by others. Much of the

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review game is psychological. And honesty is mandatory! You must always be honest about what a product does and what it does not do.

If you provide honest information about the product you will create a return buyer base. There will be those who consistently return to your blog to find out what products you like and to watch your “insider” videos.

However, recommend one bad product to those loyal readers, and you WILL lose them forever. They will never trust your judgement or take your advice again.

This all ties into not reviewing products that you don’t like. Marketers will tell you that if people see only positive reviews on your blog they will not return. Again, that’s not true.

Instead, they will see your blog as a place that only reviews quality products, and they will know that if you have reviewed the product in the first place, it must be good, or else you wouldn’t post it on your blog in the first place.

The “Insider” Video

You have heard me mention these “insider” videos several times already. An insider video is a screen capture video that goes inside the product. In other words, I take the viewer inside the download area and show them what happens after they purchase, what they will receive, and how it will help them to solve their problems or help them to make money online.

Making these videos is not difficult. I use a free screen capture video software called CamStudio to do this.

Again, I’m not going to go into all of the technical aspects of this because that is not what this report is about. However, you can learn all about how to do it for free and you can also get the software for free by downloading my [Rapid Report Riches](#) course. It’s completely free, and you can get it by visiting:

<http://besttrafficsecrets.info>

I include these videos in the review that I publish to my review blog. Also, this is a major selling point to include in my article resource box. I can entice people who read my article to click-through and watch the video this way. This is how I achieve a 25%-30% CTR (click through rate) on most of my articles.

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