

ClickBank Marketplace

August Update

In this update we are going to continue our focus on two key areas of the ClickBank Marketplace.

Section 1 Niche Spotlight – an overview of two top products in the ClickBank Marketplace.

Section 2 Hot New Products – new and rising products in the ClickBank Marketplace.

Before we get started, I want to make sure you are all aware of the new feature now integrated with Google's free keyword tool.

If you haven't already checked it out, go to <https://adwords.google.com/select/KeywordToolExternal>. Enter a random keyword and perform a search. You will see that instead of a green bar indicating search volume, you now get actual volume numbers. A great enhancement, so make use of it when you research your keywords. It's free and you can use it as many times as you like.

Section 1 – ClickBank Niche Spotlight

Paid Surveys

The Paid Surveys market continues to be a very popular market for affiliates to promote since there are literally millions of people looking for a way to make some extra income.

It's arguably the biggest market on ClickBank – you regularly see paid survey products being promoted on monster keywords like “make money” – and the gravity that these products consistently have is proof of that fact.

In fact, there's nothing new about this market – corporate companies have been carrying out paid surveys for years - but they did it in an office or over the telephone before the dawn of the internet.

Essentially, a company pays the consumer for their opinion of their product or service - and since huge amounts of money are spent each year on advertising and market research, there is no shortage of surveys to be completed - and no shortage of consumers who want to get involved.

The products themselves are generally a guide on how to get started with surveys, and a list of all the survey sites.

Because most people understand how surveys work, it's quite an easy sell – especially to the kind of “mass market” consumer who wouldn't otherwise

buy an e-book (the exact kind of person who searches “make money” on Google, and knows nothing about Adwords, Adsense, etc).

The only drawback in this market is that it can be pretty competitive. In order to maintain your edge with Adwords you will most certainly need to set up a review page to beat the competition since direct linking to the vendor’s page will prove to be costly in this niche.

A quick keyword check on Google reveals several review pages promoting paid surveys across hundreds of keywords, confirming that there is definitely profit to be made in this niche.

Despite the fact that the survey market is huge, it’s still possible to carve out your own niche and siphon off a good profit with survey products. Here are a few proven angles to promoting paid survey products on Adwords:

Firstly, you should seriously consider the site targeting / placement targeting method, which allows you to stick your Google ad on a single web page (as opposed to targeting keywords, this time you are targeting single sites or even just a web page on a site).

There are literally hundreds of thousands of sites in the “make money” niche – and many of them have AdSense blocks that you can post your ad on.

Secondly, consider focusing on one of the non-US markets. The majority of the ads that appear in the UK market, for example, are UK-focused:

UK Paid Surveys. £20/hour

Free lists of paying **surveys** in UK.
Live helpline. No fees. Start now.

www.SurveyAdvise.com/uk

Get Paid in UK - £40/hr

Mike has done over 3,500 **surveys**.
Learn to earn. No fees. Start now.

www.MikesSurveys.org/UK

Paid for Taking Surveys?

Yes! Join 400+ Companies for Free.
Instant Access. Get Started Now.

www.PaidSurveyMall.com

Paid Surveys Online

I made £825.57 last week
taking UK **Paid Surveys**.

www.paid-survey-reviews.co.uk

UK Paid Surveys

Earn up to £2,445 a month
Review of the top 5 UK sites.

www.survey-reviews.co.uk

The ads are UK-focused, the domains are .co.uk – but the reviews themselves tend to focus on US-based survey sites.

So why go to the trouble of making your ad look UK-focused, but then make the same recommendations as everyone else?

Well a clue is the fact that the paid survey customers tend to be complete beginners.

I suggest that one of their concerns is “do these surveys work for UK customers?”. Simply assuring them that these surveys are open to UK customers no doubt drives conversions on UK traffic up (even if you then refer them to the very same sites as your non-UK competitors!)

Another good angle is to simply target the [product name] keywords for the top survey guides (for example, “survey scout” – see below for a list of the top products).

If you have been a customer of mine for more than 2 minutes, you will have a good idea of how profitable these “brand name keywords” can be.

Finally, I suggest you head over to KeywordSpy and the Adwords keyword tool and do some digging for some top keywords – and keep your eye out for review pages.

Some good keywords to start with include “paid survey scams” and “paid survey reviews”. Enter those into each tool and get digging for variations.

Now onto the products themselves.

Here are the current top 5 paid survey products on ClickBank. It’s a competitive niche, so these are currently the “best of the best”, and should convert well right out the gate.

<http://www.paidsurveysetc.com/>

<http://www.surveyscout.com/main/>

<http://www.expresspaidsurveys.com/>

<http://www.paidsurveyonline.com/>

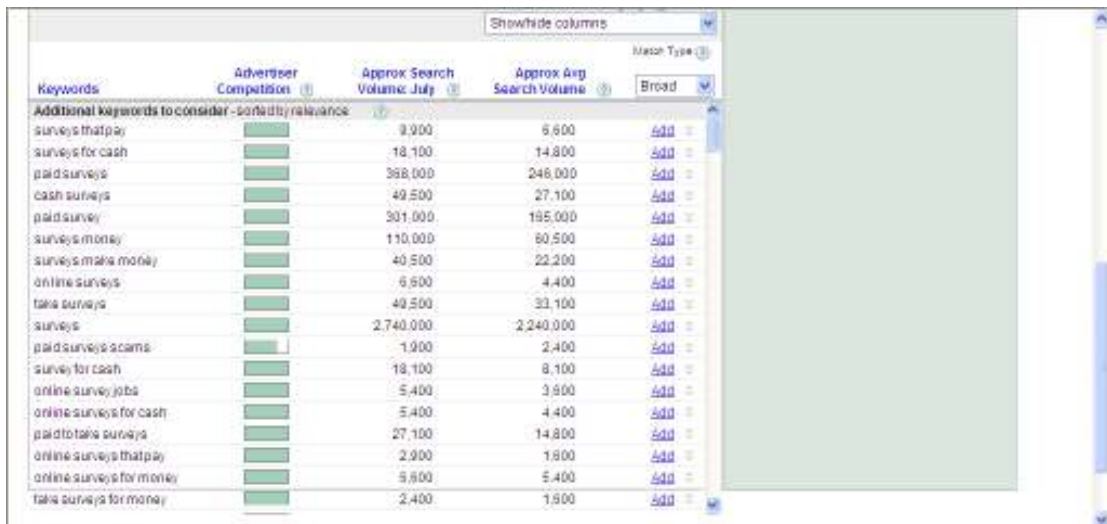
<http://www.paid-surveys-at-home.com/>

Top Keywords to promote with:

Use the brand name keyword of the ‘top pick’ of your review site i.e. if you were promoting the top 3 from the list above but your ‘top pick’ was the second one (www.surveyscout.com) – include that as one of your keywords

to promote with.

We mentioned at the beginning of this document that the free Google Keyword tool is now displaying actual number of searches – so at the time of writing – these were the search results for the keyword ‘ paid surveys online’



Keywords	Advertiser Competition	Approx Search Volume: July	Approx Avg Search Volume	Match Type
Additional keywords to consider - sorted by relevance				
surveys that pay	Green	9,900	6,600	Add
surveys for cash	Green	18,100	14,800	Add
paid surveys	Green	368,000	248,000	Add
cash surveys	Green	49,500	27,100	Add
paid survey	Green	301,000	195,000	Add
surveys money	Green	110,000	80,500	Add
surveys make money	Green	40,500	22,200	Add
online surveys	Green	6,600	4,400	Add
take surveys	Green	49,500	33,100	Add
surveys	Green	2,740,000	2,240,000	Add
paid surveys scams	Green	1,900	2,400	Add
survey for cash	Green	18,100	8,100	Add
online survey jobs	Green	5,400	3,600	Add
online surveys for cash	Green	5,400	4,400	Add
paid to take surveys	Green	27,100	14,800	Add
online surveys that pay	Green	2,900	1,600	Add
online surveys for money	Green	5,600	5,400	Add
take surveys for money	Green	2,400	1,600	Add

You can see that there is a very healthy demand in this niche so do some keyword research first and checkout what affiliates are doing on Adwords and with what keywords.

Don't try and promote using hundreds of keywords.

Set up 3 or 4 ad groups with no more than 5-10 keywords and monitor your click through rate and sales. Then expand your keyword list.

Seduction – How To Seduce Women

As sure as day turns to night... there is always going to be a market for seduction between men and women and there is no shortage of products in this niche on ClickBank.

Seducing women is always a top pick and a sure affiliate winner. The psychology of it is simple.

This is the type of information that if you want it... you want it now... not in a week or two weeks. Secondly, it's a personal topic and one that is far more likely to be sought online than purchased publicly in a bookstore.

Since I am in a good mood, here's my list of seduction keywords – taken directly from a profitable Adwords campaign – each keyword is the central one from an ad group.

Since there are well over 500 keywords in there, I have just listed the name of each ad group to get you started.

You can take each keyword and enter it into the Adwords keyword tool to expand it, and find variations (for example, you might expand “get a girlfriend” to include “how to get a girlfriend” or even “how to get your ex girlfriend back”).

Just drop each keyword into the Adwords tool to expand it into between 5 and 20 keywords.

Here are the keywords (in order of conversion rate, highest first):

Get a girlfriend
Seducing women
Picking up women
Get laid
Attract women
Pulling women*
Pick up artist / PUA
Approach women
Seduce women
Pick up women
Neil strauss / The Game

* in case you’re wondering, it’s a high-traffic, low-competition British phrase – remember what I said about focusing on smaller markets like the UK?

So, here are the current top 5 Seduction products on ClickBank – again have a look at the sales page of each one and if it’s a niche you want to explore further, sign up to 2 or 3 mailing lists and check out the type and quality of information.

<http://www.ooorelationships.com/>

<http://www.relationshipheadquarters.com/>

<http://www.makewomenlaugh.com/>

<http://superhappysex.com/>

<http://www.instantattractionprogram.com/>

Also worth mentioning is that many of the top “seduction gurus” don’t actually sell their products on ClickBank.

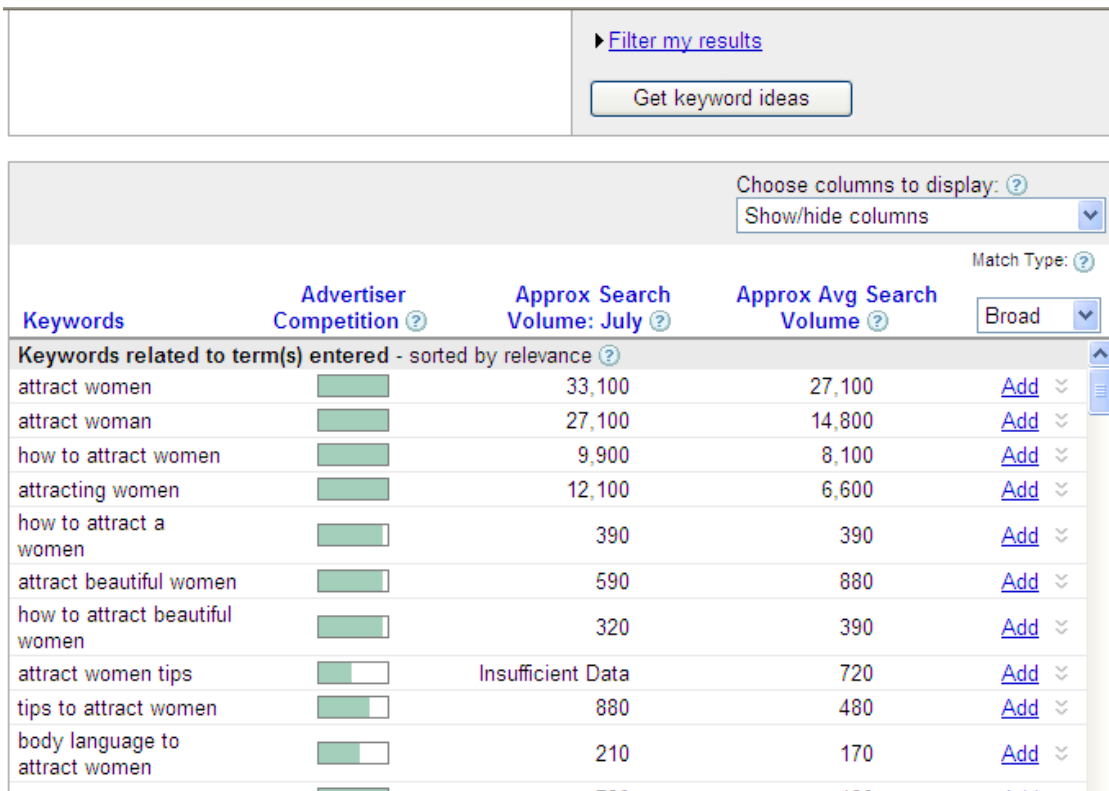
David DeAngelo’s Double Your Dating program is huge (it’s a \$20 million a year business – like I say huge niche), as is Mystery’s Mystery Method.

See

<http://www.doubleyourdating.com>
<http://www.themysterymethod.com>

Side note: If you really want to make a go of the seduction niche, I suggest you check out Neil Strauss's book, "The Game" (just Amazon it). It gives you a great overview of the top players in the industry, and it makes for an interesting read.

Again check out Google's free keyword tool for keyword research.



The screenshot shows the Google Keyword Planner interface. At the top, there is a search bar and a button labeled "Get keyword ideas". Below this, there are options to "Filter my results" and "Choose columns to display: Show/hide columns". The main table displays "Keywords related to term(s) entered - sorted by relevance". The columns are: Keywords, Advertiser Competition (represented by a green bar), Approx Search Volume: July, Approx Avg Search Volume, and Match Type (set to Broad). The table lists several keywords with their respective search volumes and competition levels.

Keywords	Advertiser Competition	Approx Search Volume: July	Approx Avg Search Volume	Match Type
Keywords related to term(s) entered - sorted by relevance				
attract women	High	33,100	27,100	Add
attract woman	High	27,100	14,800	Add
how to attract women	High	9,900	8,100	Add
attracting women	High	12,100	6,600	Add
how to attract a women	Low	390	390	Add
attract beautiful women	Low	590	880	Add
how to attract beautiful women	Low	320	390	Add
attract women tips	Low	Insufficient Data	720	Add
tips to attract women	Low	880	480	Add
body language to attract women	Low	210	170	Add

Again Google your keywords to check for review sites and see what other affiliates are doing and don't forget to sign up for newsletters if you want to develop the niche further.

This is an excellent niche... not for making millions but steady consistent profits and one that could easily be developed further.

Section 2 – ClickBank Hot New Products

Listed below are the top 10 ClickBank products for this month which are new and rising daily in affiliate sales.

Remember to make use of the resource we gave you last month – <http://www.cbtrends.com> to check the increase/decrease sales of a ClickBank product.

1. <http://topsecretmagiccode.com/>

A Google search on the brand name shows that affiliates are indeed running with this... with review sites showing up on the first page. Use your own domain or sub domain with this one... to keep your ppc ads down and avoid the bidding war.

2. <http://www.gsnatch2.com/>

Hugely popular, the recently released Google Snatch 2. Again this is being heavily promoted by affiliates. It is a competitive market so I would advise again using your own domain or sub domain and creating a review site.

3. <http://www.Secretgoogletactics.com>

A little gem here... at the time of writing only two affiliate ads for this product showed using the brand name keyword i.e. secret Google tactics. This means bids will be very low so you should jump on the brand name of this one whilst the bids are still cheap as well as researching other keywords.

4. <http://www.recessionrescuesystem.com> – **This Week**

This is a brand new product – released in the last few days. Currently under the brand name keyword there are only around half a dozen affiliate ads. A good product to promote at this time because of its topical nature.

5. <http://www.yoursixpackquest.com>

Currently, heavily promoted with the brand name – and a couple of review sites being used to promote the product. My suggestion here would be to create a review page but research other less expensive keywords related to fitness etc.

6. <http://www.seizecars.com/>

Currently a fair few review sites for this niche – again this indicates a profitable niche in which to create an informed review site.

7. <http://www.theforexloophole.com>.

My recommendation here is to promote this product via review site but promote on the brand name only. Many of the sales in this lucrative niche go to marketers with big lists. That said, it is a niche where customers become repeat customers in their eagerness to keep up with Forex Trends.

If you want to build a list – this is an excellent niche to do it with.

8. <http://www.homemadepowerplant.com/> - **This Week**

This is another excellent niche – in light of rising energy costs and being environmentally conscious. So again another great site to build a list with. Only half a dozen affiliates ads on the brand name – so another one to jump on and pull in profits whilst it's new

9. <http://www.siliconforex.com/> - **This Week**

The same applies to this niche as with Forex Loophole – see no. 7 above.

10. <http://www.undergroundkeywords.com>

This is currently being heavily promoted by affiliates. So use a domain or sub domain and create a review site. It is a competitive niche but a profitable one so well worth a bit of extra keyword research.

To Conclude

With the new and rising ClickBank products – don't just take an affiliate link and promote it.

Read the sales pages - this is important because you need to understand what benefits are being pushed by the top marketers (these are the same benefits you will push in your review page, remember?)

If you can hit the right benefits with your review page... it's a formula for success – it will increase your conversion rate which means more profits for you. So put in a bit of effort and your profits will come.

I also want to mention the importance of keyword research. You don't have to spend hours at it... but you do need to do it.

Start with a handful of keywords – say between 15 or 20. Enter each into the Adwords tool and Keyword Spy. Come up with more ideas, scan the Adwords ads for each keyword and look for affiliates and review pages. Include any product name you can think of, and start with the very best keywords.

Then, sort them into closely related ad groups. This way your campaigns stay manageable and you don't blow a whole load of money on carelessly chosen keywords.

Over time increase your keywords... so you remain in control of your budget.

Also don't forget the resource we told you about in last month's update <http://www.cbtrends.com>. It's a great resource, free and easy to use. Use it to check out ClickBank products for rising gravity. (See our Google Nemesis Guide for more details).

Finally, please remember that everything you need to know about Adwords and/or ClickBank can be found in the 2 guides that came with your membership - Adwords Miracle and Google Wealth Wizard

A quick read through will give you a clearer understanding of the whole process if you are a complete newbie.

Until next time...

Chris X