

How to Write ClickBank Product Reviews



For Fast and Easy Profits

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How to Write ClickBank Product Reviews For Fast and Easy Profits

Product reviews, for the purpose of ClickBank affiliate marketers, are designed to ‘pre-sell’ or ‘qualify’ a product and, properly done, they can catapult sales of whatever you are promoting.

That’s because prospective buyers are often suspicious when faced with sales pages for products offered by people they don’t know; they wonder if all the verbiage about the product is true, or just marketing hype. An independent review of the product, especially from someone whose opinion they trust, will remove those doubts and generate early orders.

Although ClickBank offers many different product formats, it’s generally eBooks that prove most popular with affiliates. Consequently we will now concentrate exclusively on writing book reviews which represent an excellent way to generate the kind of trust needed before people will purchase a product they can’t see or touch before buying.

Book reviews have additional benefits for the savvy affiliate and depend on whether that person chooses to grow a buyers only database or prefers to list all and sundry enquirers.

To grow a buyers only list those book reviews can be stand alone promotional pieces, for example, leading directly to ClickBank vendors’ sales pages with affiliate links embedded.

Conversely, the affiliate could get potential buyers to join a mailing list before viewing the relevant sales page. Those who join a mailing list can be nurtured and converted to buyers later. Growing a list this way is generally accepted as likely to be ultimately much more profitable than ‘cold’ selling, namely without growing a relationship first between buyer and seller.

Relationship marketing is a way of gaining favour with people on your list, by sending free information and advice, even if that free information and advice is actually more information about the product you’d like them to buy.

Whatever you decide, writing book reviews can be used to grow your ClickBank affiliate profits, and also for promoting your own products.

A review is what the name implies: another person's opinion about various aspects of a specific product and whether the reviewer considers the item represents good or bad information and subsequently whether the reviewer recommends others should or should not buy the product.

A review aims to reduce whatever doubts might exist in a potential buyer's mind and gets him into a relaxed state for ordering immediately he sees the reviewer's recommended ClickBank sales page.

A few bits of advice before we get into writing reviews:

- * As an affiliate you don't want to be writing bad reviews for products you invite others to buy. That's not the way to make sales. Nor do you want to write glowing reviews for products you don't personally find useful. You should only review products you consider useful and represent value for money even if a few small flaws exist.

- * Don't ever promote books you would not personally recommend to a close friend. If you find a product distasteful, stop reading it. If you bought the item purposely to review it you can always get a refund. But don't ever recommend another person buys the same item with the sole purpose of making money for you.

- * Be honest, say what you like about a book, and if there's something you don't like include that also in your review. By doing so, potential buyers are more likely to trust your judgment, and buy your recommended product.

There's another big benefit to pointing out warts and all in your review, namely that fewer refunds are likely than where your review leaves out flaws which subsequent buyers consider a problem. You'll encounter plenty of refunds and lose credibility by keeping flaws to yourself and you'll make people unlikely to trust your judgment in future.

Product reviews can be placed on your own site or blog, on a Squidoo lens, and many other places.

Book reviews can also be placed on article directories, although some directories do not allow affiliate links in your resource box.

There are plenty of directories that *do* allow raw affiliate links in the resource box. You must check the rules before posting your reviews to article directories.

Now, assuming you've done your research and found a ClickBank product you'd like to promote, you can begin writing your review. You do it like this:

- * Read the book once without making notes.
- * Try a few of the book's recommendations yourself so you really can talk from personal experience in your review.
- * Study testimonials included in the sales letter. Make notes of any big names mentioned.
- * Read the book again making comprehensive notes this time. Highlight points you find interesting, points you consider the author covered well, points you think he or she did not cover well.
- * Go through the sales page again for the product. Note down any areas you think were explained properly and others that were not well explained in the book. Look for areas where the author over delivered, look for areas where the author under delivered.

Creating Your Book Review

- * You must try to engage your readers' attention right away and all but force that person to keep on reading. A good way to do this is by asking a question at the beginning of the review that won't be answered until the final paragraph.
- * You should write as if you were talking to a friend sitting facing you from across the table. Key in words you might use when telling your friend about the book you've just finished reading.

- * Now open a *Word* document and key in the title of the product, the author, the price, and where readers can obtain the book, namely via your affiliate link. Then give a brief outline of the book and its purpose. Much of this can be obtained from ClickBank's Marketplace listing for whatever books you recommend.
- * Begin writing up those notes you made earlier, making each main point a separate paragraph or group of paragraphs in your overall review.
- * Comment on how well the book is laid out, whether the information is easy to understand, if the author understands his or her subject.
- * Mention any big name testimonials but only in brief. These testimonials might not be genuine, they might be solicited purely to add credibility to a promotion and my own view is that testimonials can also easily be faked. Because I don't personally trust testimonials, I rarely use them in my own promotions. But the fact is big names do create credibility, they can speak volumes about truth and honesty for some people, so at least mention them in your review.
- * Mention any parts of the book you researched or actually tried, and give your results.
- * Include a few quotes from the book, keyed inside "quote" marks. Those quote marks show you are repeating the author's words directly from the book. Quotes are important in highlighting information and facts from the book with which you might not completely agree or for which you can not prove authenticity. Last, but not least, those quotes give potential readers a feel for the writer's style and creative abilities.
- * Next paragraph write about points on which the author over delivered.
- * Next paragraph write about points on which the author under delivered. For selling purposes this paragraph should be shorter than the one dealing with over delivery.
- * Do not give away too many secrets about the book especially where the sales letter leaves questions unanswered in order to generate curiosity and increase impulse sales of the book.

- * Point out any flaws in the book. Flaws do not have to be major mistakes or omissions. A book review without mentioning some flaw can be less effective at pre-selling than a review mentioning some problem, however small. If you really can't find a flaw or you feel uncomfortable mentioning problems, then at least say the book might not suit everyone or that readers may have personal circumstances that could make the book less effective. For example, if you are reviewing a book about curing acne, you could say the advice works for most cases of acne but may be less effective for really serious conditions.
- * Don't be rude about the author or unfairly criticise another person's work. If you have major reservations about the book or its creator it's best not to review it at all.
- * Close with an overall one or two word assessment of the product, such as 'Great', 'Ten out of Ten', 'This book exceeded my expectations and was well worth my \$x investment'.
- * Give ordering details again, being either a raw affiliate link, a web site address featuring your affiliate url, your own Squidoo page with affiliate link, and so on.

Tips

- * Book reviews can be long or short but around 300 to 500 words is usually best.
- * The best reviews sound genuine, not like hyped up sales letters.
- * Unless disallowed by article directories, for example, you should add your affiliate link several times to your review, once in the resource box, for example, and again after your byline. Like this:

Title of This Review

by Avril Harper (www.avrilharper.com)

Now it's time to place your review on your own blogs and web sites, on Squidoo, in eBay Classified Ads, and wherever else is possible. Article

directories are a good place to start and you can begin with the list at the end of this report.

Good luck!

Places to Post Your ClickBank Product Reviews

NOTE: You must always check article directories for content requirements and potential for book marketing reviews.

Ezine Articles

<http://www.ezinearticles.com>

GoArticles

<http://www.goarticles.com>

Web Pro News

<http://www.webpronews.com>

Article Dashboard

<http://www.articledashboard.com>

The Add Articles Directory

<http://www.add-articles.com>

BestNicheArticles

<http://www.bestnichearticles.com>

Free Article Depot

<http://www.free-article-depot.com>

Free Articles And Content

<http://www.freearticlesandcontent.com>

Article Free 4 All

<http://www.articlefree4all.com>

Blue Water Articles

<http://www.BlueWaterArticles.com>

Global News Articles

<http://www.globalnewsarticle.com>

Idea Marketers

<http://www.ideamarketers.com>