



Finding Profitable Products

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Introduction

The first step is to select a market that you know will be profitable. That's like being confident that you can buy a stock and have it go up.

Forget about brainstorming ideas here. I'm going to suggest a much more streamlined approach that will have you seeing profit as soon as possible.

Just go straight to the ClickBank Marketplace and select one of the top-selling products in a category that interests you. You don't necessarily have to be passionate about that market. But you should have enough interest to write about it and promote it to other people.

You've probably heard the saying, "Do what you love and the money will follow." Well I say, "*Follow the money* and then you'll have the time and freedom to do what you love."

You don't want to waste your time promoting products that won't make you any money. So you need to select a market in which there is already money being made.

Many new marketers think you need to find untapped niche markets to be successful. But markets with high demand and no competition are very rare.

You might be able to make a little money in a niche market where there is little competition. But you can't build a business in a market with low demand.

You want a competitive market where a lot of money is already being spent. There will always be room in a market of cash-in-hand buyers. All you need is a small slice of the pie.

Now I'll show you how to find a market like this, and how to pick which products to promote to that market.

Read on...

What Makes a Market Profitable?

Any market that helps people make money, save money or improve their life in some way will be profitable.

Each market can be broken down into sub-markets or niches. For example, the “Make Money” market can be broken down into:

- Internet marketing (my favorite)
- Forex trading (affluent market)
- Real estate investments (affluent market)
- Gambling (horse betting, poker, etc.)
- Multi-Level Marketing (not my favorite)

The “Save Money” market can be broken down into:

- Tax deductions (nobody like Uncle Sam)
- Debt consolidation (everybody has debt)
- Mortgage savings (hot when foreclosure rates are high)
- Gas coupons (hot when gas prices are high)

The “Self Improvement Market” can be broken down into:

- Weight loss (huge market)
- Longevity (everybody wants to live a longer and more fulfilling life)
- Self help (think Tony Robbins)
- Hobbies and Leisure (golf, vacations, etc.)

Any of the above can be a hot market. But since we’re in the information business, we need to make sure that there are digital products to sell. Furthermore, we need to know if there is already money being made by other affiliates and there are multiple products to sell to our list.

So, to determine a market’s profitability, you need to...

Answer these three questions:

1. Are there successful products being sold?
2. Are affiliates making money?
3. Are there additional products to sell?

There are literally thousands of markets that could be profitable. But since we are promoting affiliate products, I suggest you choose a market that already has popular affiliate programs available.

Fortunately, there's a great free tool you can use to find hot markets full of products that sell very well. I'll talk about that next...

The ClickBank Marketplace

The best place to start your search is in the [ClickBank Marketplace](#). There are over 11,000 information products to promote in dozens of markets and most pay 50-75% commission per sale.



Step 1: Search for Popular Affiliate Products

Choose one of the main categories from the dropdown on the left. Next, select a subcategory from the dropdown on the right. Show 20 results per page and sort by popularity. Choose one of the subcategories as your target market. Your search form should look something like this:

Search the ClickBank Marketplace

Category: Money & Employment

Subcat: Home Business

Keywords:

Sort by: Popularity

Show: 20 results per page

Go Reset

Click “Go” to see the results.

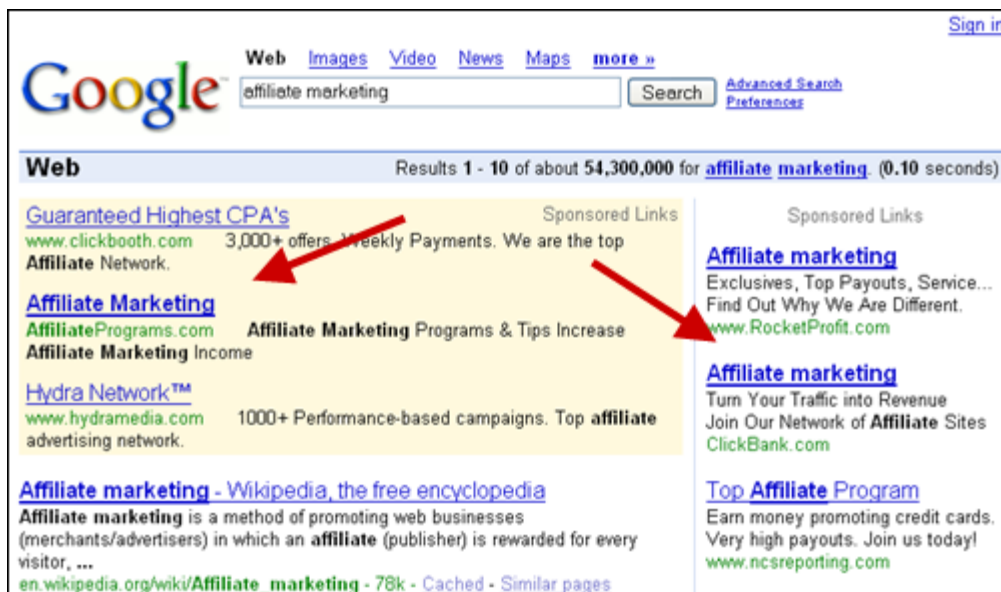
If a given product has high gravity and the percentage referred is also high, you know there are a lot of affiliates making money on that product. And that means there is money being made in that market.

Step 2: Check the Google Competition

A market can look great on the surface, but if there’s really no activity there, you’ll never be able to turn a profit. Nothing is more frustrating than that.

So it’s smart to check the competition before you dive in. Google makes this pretty easy.

Search for your primary keyword and see how many ads are displayed on the right and at the top of the results page:



If you see more than ten ads, that's a good indication there is money being made in that market.

Finally, see how much people are paying per click for those ads. If people are paying \$1 or more, that indicates that product margins are high. Google's keyword research tool gives you cost and position estimates for keywords in your market. You'll find the tool here:

<https://adwords.google.com/select/KeywordToolExternal>

When you search for a keyword, you'll see the **Estimated Average Cost per Click (CPC)** column in the results:

The screenshot shows the Google AdWords Keyword Tool interface. At the top, there are two tabs: 'Keyword Variations' and 'Site-Related Keywords'. Below the tabs, there is a text input field containing 'affiliate marketing' and a checkbox labeled 'Use synonyms' which is checked. There are two buttons: 'Get More Keywords' and 'Show list of my top performing keywords'. Below this, there is a section titled 'Choose data to display:' with a dropdown menu set to 'Cost and Ad Position Estimates'. Underneath, it says 'Calculate Estimates using Max CPC:' followed by a text input field with '5' and a 'Recalculate' button. The main section is titled 'More specific keywords - sorted by relevance'. It contains a table with the following columns: 'Keywords', 'Status', 'Estimated Avg. CPC', 'Estimated Ad Position', and 'Match Type'. The table lists six keywords related to affiliate marketing. The 'Estimated Avg. CPC' column has values ranging from \$2.76 to \$4.14. The value '\$3.36' for 'affiliate marketing program' is circled in red. Each row has an 'Add >' link in the 'Match Type' column.

Keywords	Status	Estimated Avg. CPC	Estimated Ad Position	Match Type
affiliate internet marketing	Active	\$3.58	1 - 3	Add >
affiliate marketing program	Active	\$3.36	1 - 3	Add >
affiliate marketing	Active	\$3.27	1 - 3	Add >
affiliate marketing ebook	Active	\$2.76	1 - 3	Add >
affiliate marketing programs	Active	\$4.14	1 - 3	Add >
online affiliate marketing	Active	\$3.80	1 - 3	Add >

Another way to find hot niche markets to use a software application called [Adword Analyzer](#). This cool tool will quickly show you how many searches are made, how many ads are running, and the CPC for on those ads for any keyword in your market.

The screenshot shows the Ad Word Analyzer 3.0 window. The search term is "affiliate marketing". The results table is as follows:

<input checked="" type="checkbox"/> Keyword	Searches	KEI	Google Ads	Overture Ads	#1 CPC
<input type="checkbox"/> "affiliate marketing"	10,807	57.3	40+	60	\$ 3.85
<input type="checkbox"/> "affiliate marketing program"	2,880	28.3	40+	78	\$ 4.59
<input type="checkbox"/> "affiliate business internet marketin..."	1,726	289.2	40+	36	\$ 4.48
<input type="checkbox"/> "internet marketing affiliate program"	1,646	59.0	40+	68	\$ 6.59
<input type="checkbox"/> "affiliate internet marketing"	1,314	15.6	40+	59	\$ 4.67
<input type="checkbox"/> "affiliate marketing ebook"	774	21.9	40+	47	\$ 2.81

Summary statistics at the bottom: CPC/Clicks collec: Complete! Total Keywords: 6 Total Searches: 19,147 Total Results: 2,528 M

This software has many features and it will save you a lot of time when we get into the section on driving traffic to your web site.

Whether you sell a product or service, run your own website or are an affiliate, [Adword Analyzer](#) is one tool that you are going to want to have in your arsenal of affiliate weapons.

But you can take it one step further and search on Google to see if people are spending money on ads. If you enter the main keywords that describe the market and there are paid ads on the top or right side of the search results, you know people are buying ads and most likely making a profit.

And if you really want to be thorough, you can take a screen shot and then check the same results a week later. If the same advertisements are still there, then you it's a sure bet they're making money.

Step 3: Find Additional Products To Sell

Your market needs to have more than just one product to promote. You'll need additional products to sell to your list. Otherwise, you'll be limited to making money on the front-end sale and your profit margins will be slim.

Some examples would be:

- Other products at ClickBank
- Membership sites (recurring income)

- Online services (i.e. Aweber)
- Physical products (DVDs, Home Stud Course, etc.)
- Seminars, teleseminars, webinars, etc.

You want to choose a market with a variety of products in different formats (text, video, audio, DVD) and at different price ranges to appeal to a greater audience.

That's why I love the Internet marketing niche—there's no shortage of products and services to sell and promote to your list.

That said, you can find products to promote in just about any profitable market. Just search on Google for *[keyword] affiliate program*. I have found DVDs on dog training for \$129 and membership sites with daily stock market tips. The products are out there...you just have to find them.

Some other places to look for affiliate programs are:

- PayDotCom.com
- AffiliatePrograms.com
- CJ.com

Action Steps

To summarize, there are three steps you need to take to find a profitable market:

- **Step 1: Search for popular affiliate products.** I recommend using the ClickBank Marketplace for this, because the search results make it very easy to analyze what's hot and what's not.
- **Step 2: Check the Google competition.** This is necessary to determine if you're likely to make a profit in this market. If it's big, and people are already making big profits (as evidenced by their ad spending), you've probably found a winner. Use the [Adwords Keyword Tool](#) or [Adword Analyzer](#) for this.

- **Step 3: Find additional products to sell.** Your long-term income will occur after you make the first sale, so you need to be sure there are lots of great products to offer your buyers in this market. Google for *[keyword] affiliate program* to find other products...and do more digging in the ClickBank results.

Once you know your market, it's time to narrow your product selection to the winners.

Find Hot Products to Promote

Now that you have chosen a profitable market, you need to learn how to find good affiliate products to promote. Some of the work you've done already will help.

For example, you've seen how to search the ClickBank Marketplace. Now you need to dig a little deeper into the results you get back to determine which products are good to promote. Before I talk about that, though, I'd like to give you a firm recommendation...

Promote Digital Products

I highly recommend that you start with a digital product such as information and software. Digital products are available for instant download so there is very little overhead and profit margins are much higher than they are with hard goods.

That's why merchants who sell digital products pay higher commissions. In fact, there are thousands of programs online that will pay you a 50-75% commission, and it typically costs you nothing to join as an affiliate.

Digital products are easy to promote initially. Then you can make more money selling high-ticket items—which could include physical products—to your existing customers.

Every product you'll see at ClickBank is a digital product, which is one of the biggest reasons I recommend that you start there. So let's get down the details of how to find good products at ClickBank.

Digging Into ClickBank

Here's what to look for in a good affiliate program:

- High commission (50-75%)
- High converting sales letter
- Quality product that you would want to buy

- Proven marketing tools (email ads, graphics, etc.)
- No cost to join

Every product you'll find in the ClickBank Marketplace costs nothing to promote, so you're in good shape on the last point.

Each product in your Marketplace search results will have the commission amount per sale and percentage per sale in the green statistics below the product description:

1) Fat Loss 4 Idiots - *New \$23.15 Payout! New 66% Commission! Our Top Affiliate Has Banked \$100,000 In Just Over 3 Months! (in Net Earnings!) Our Site Is Converting Like Crazy This Month! *New Letter Posted Here: www.FatLoss4Idiots.com/aff **Earn 66% And Get Paid \$23.15 Per Sale!
 \$/sale: \$20.34 | %/sale: 59.0% | %refd: 55.0% | grav: 262.18
[view pitch page](#) | [create hoplink](#)

But you can also tell if the product is popular among affiliates, which is a great clue for determining whether or not you can make money with it.

ClickBank also offers a ranking scale that helps you determine which products are hot and which ones are not. The green statistics displayed for each product in the search results tell the story. Products are ranked by their productivity score.

ClickBank won't tell us the exact formula, but they do indicate that it is a function of these four factors:

- **\$Earned/Sale:** This is the average net amount earned per affiliate per referred sale (including refunds).
- **%Earned/Sale:** This is the average percentage commission earned per affiliate per referred sale.
- **%Referred:** This is the percentage of publisher's total sales that are referred by affiliates.
- **Gravity:** This is the number of distinct affiliates who earned a commission by referring a paying customer to the publisher's products.

All factors are combined, and adjusted such that more recent sales activity is given greater weight.

The Marketplace rank is also affected by a history of reliably converting referred traffic to paying customers over the past eight weeks. Products that maintain a higher ranking naturally attract more affiliates, and make more sales overall.

So check the statistics and determine which products rank best in your market, and will let you profit best. This is subjective, of course, but the statistics should give you some clues to go on.

Now all you have to do is figure out whether the sales letter is any good, if the product is a good one, and if the marketing tools are helpful.

Look For A Salesletter That Converts

Not all digital products will make you money just because they pay high commissions. You need a program with a salesletter that converts visitors into buyers.

So how do you know if a salesletter will convert?

The obvious answer is to **read the entire salesletter**. If you're convinced that the product is worth buying, that's a pretty good sign that others will buy it too.

Why did you buy *Affiliate Cash Secrets* TM in the first place? Because I have a great salesletter! And if you promote it, you are very likely to make a lot of money.

If you study my salesletter and how my affiliate program is set up, it will be easier for you to spot other programs that will make you money too.

Just go to ClickBank and look for products in the \$27-97 range that pay 50-75% commission. A good info product in this price range is easy to sell. Visit each website and study their marketing. If you're impressed, add it to your product portfolio.

But before you promote, I strongly suggest that you do one more thing...

Buy Every Product You Promote

I highly recommend that you buy the products for two reasons:

1. **To make sure you're selling something with true value.** You don't want to risk your reputation by recommending a product that is full of fluff and filler. People buy from people they trust. If you want to continue selling products and services to your customers, don't waste their time with low-quality junk.
2. **You can use the content to pre-sell your customers.** For example, you could summarize an ebook and give it away as a free report. Or you could drop tips and tricks that you learned in a series of emails.

The bottom line is this...it's much easier to sell something that you've purchased and personally used. And if you have a real success story to share with your readers, your sales will go through the roof!

Action Steps

There are three steps you need to take to find great products to promote (and remember, I recommend that you promote digital products):

- **Step 1: Dig into ClickBank.** Search their Marketplace to find products that meet the criteria I described. The green statistics for each entry in the search results will help you.
- **Step 2: Look for a salesletter that converts.** This is the key to your long-term profits. Read the salesletter and see if you would want to buy the product. That's a good sign.
- **Step 3: Buy any product you promote.** This lets you check it out for yourself, so you can be sure you're recommending something good. It costs a little money, but giving your list genuine feedback on the product will increase your credibility and pay off well in the long run.

Once you know your products, it's time to set up to promote them.

Wrapping Up

Now you know how to find a market that you can be confident will be profitable.

You also know how to find affiliate products to promote to people in that market. I showed you how to search the ClickBank Marketplace to find the cream of the crop.

Remember, I showed you how to dig into the products you find there, rather than simply trusting the statistics to tell you the entire story. If you'll do a little extra digging, you can find some real winners.

And I told you how to get set up to promote over 11,000 ClickBank products without paying a dime...and without pulling your hair out. It takes about five minutes, which is as close to painless as you'll ever find.

As you can see already, the process I'm walking you through isn't complicated.

It doesn't take a lot of time to set up either.

I didn't much like the slow approach when I first got started, so I can understand if you're frustrated by having to toil for weeks, months or years before you see a dime of profit. That's so unnecessary!

I've shown you how to find some of the hottest markets and the best products available.

The next step is to generate some of your own content (don't worry, it's easy) so you can pre-sell visitors on the product you're promoting. That's the "secret" to squeezing maximum profit out of affiliate marketing.

We'll pick up there in the next module.

